

**UNITED STATES DISTRICT COURT  
DISTRICT OF MINNESOTA**

FEDERAL TRADE COMMISSION, and

STATE OF MINNESOTA, by its Attorney  
General, Lori Swanson,

Plaintiffs,

v.

SELLERS PLAYBOOK, INC., a  
corporation,

EXPOSURE MARKETING COMPANY,  
a corporation, also d/b/a Sellers Online and  
Sellers Systems,

JESSIE CONNERS TIEVA, individually  
and as an officer of SELLERS  
PLAYBOOK, INC. and EXPOSURE  
MARKETING COMPANY, and

MATTHEW R. TIEVA, individually and  
as an officer of SELLERS PLAYBOOK,  
INC. and EXPOSURE MARKETING  
COMPANY,

Defendants.

**CASE NO.** \_\_\_\_\_

**FILED UNDER SEAL**

**PLAINTIFFS FEDERAL  
TRADE COMMISSION'S  
AND STATE OF  
MINNESOTA'S EXHIBITS**

**VOLUME X**

**Px. 39 - 50**

**FTC-SP-002084 - FTC-SP-002318**



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**PLAINTIFF'S  
EXHIBIT 39**

## 1 OFFICIAL TRANSCRIPT PROCEEDING

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## 3 FEDERAL TRADE COMMISSION

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MATTER NO. 1823116

7

TITLE SELLERS PLAYBOOK

8

DATE RECORDED: JUNE 14, 2017

9

TRANSCRIBED: MAY 31, 2018

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PAGES 1 THROUGH 93

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SELLERS PLAYBOOK PREVIEW EVENT (SALT LAKE CITY 6-14-  
2017)

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PLAINTIFF'S  
EXHIBIT  
**39**

FTC-SP-002084

FEDERAL TRADE COMMISSION

I N D E X

RECORDING:

PAGE:

Preview Event - Salt Lake City

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## 1 FEDERAL TRADE COMMISSION

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3 In the Matter of: )

4 Sellers Playbook ) Matter No. 1823116

5 )

6 -----)

7 June 14, 2017

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11 The following transcript was produced from a  
12 digital file provided to For The Record, Inc. on May  
13 9, 2018.

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## P R O C E E D I N G S

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SELLERS PLAYBOOK PREVIEW EVENT - SALT LAKE CITY

(Poor quality recording.)

(Pause. Unintelligible background  
conversations.)

UNIDENTIFIED MALE: Hey, guys, how's it  
going?

UNIDENTIFIED MALE: Doing well, thanks.

(Pause. Unintelligible background  
conversations.)

UNIDENTIFIED MALE: Hi, what's your  
(inaudible)?

UNIDENTIFIED MALE: Hi, Rodney (inaudible).

UNIDENTIFIED MALE: Robert Porter or  
(inaudible).

UNIDENTIFIED MALE: I'm Rodney Parker.

UNIDENTIFIED MALE: Parker? Oh, wait Rodney  
Parker (inaudible).

UNIDENTIFIED MALE: Yes.

UNIDENTIFIED MALE: So for some reason  
you're registered -- you're registered as Robert  
Porter.

UNIDENTIFIED MALE: It should be Rodney.

UNIDENTIFIED MALE: (Inaudible) your email

1 address is attached to Robert Porter.

2 UNIDENTIFIED MALE: That's weird.

3 UNIDENTIFIED MALE: Yeah (inaudible). I've

4 never seen that before.

5 UNIDENTIFIED MALE: I've never seen it

6 either.

7 UNIDENTIFIED MALE: All right, well, okay,

8 Rodney (inaudible). Thanks.

9 Hi. Your name?

10 UNIDENTIFIED MALE: Danny (inaudible).

11 UNIDENTIFIED MALE: (Inaudible). What's

12 your last name?

13 UNIDENTIFIED MALE: Barnes.

14 UNIDENTIFIED MALE: Okay. How's your day

15 going?

16 UNIDENTIFIED MALE: All right. How about

17 you?

18 UNIDENTIFIED MALE: Hey, it's going. So

19 far, so good. But it's my Monday so (inaudible).

20 UNIDENTIFIED MALE: Yeah.

21 UNIDENTIFIED MALE: Things got to go a

22 little crazy, but that's okay. So 12:45 is seating

23 (inaudible).

24 UNIDENTIFIED MALE: Thanks.

25 (Pause.)



1 UNIDENTIFIED MALE: I make no promises.

2 (Pause. Unintelligible background  
3 conversations.)

4 UNIDENTIFIED MALE: Well, the company is  
5 looking (inaudible) Minneapolis.

6 UNIDENTIFIED MALE: Minneapolis?

7 UNIDENTIFIED MALE: Uh-huh. And all of us  
8 that are here (inaudible) we've got a Florida guy,  
9 we've got a Dallas guy (inaudible).

10 (Pause. Unintelligible background  
11 conversations.)

12 UNIDENTIFIED MALE: All right, guys, I think  
13 we're ready for you. If you're here for Sellers  
14 Playbook, come on down this (inaudible). I have to  
15 make a quick announcement before we head inside, guys.  
16 Come on down this way, guys. Come on down. Let's go  
17 ahead and -- if you've got a cell phone, just make  
18 sure it's on silent or vibrate. That really helps cut  
19 down on distractions. (Inaudible) seat from the front  
20 to the back, so please help us out. We're not going  
21 to leave any holes today. So here's my (inaudible)  
22 seat from the front to the back.

23 (Pause.)

24 UNIDENTIFIED FEMALE: Hey, Dan.

25 (Pause. Music playing.)

1 UNIDENTIFIED MALE: All right. (Inaudible).  
2 Hey, guys, before we get started (inaudible). If you  
3 have a cell phone, just make sure it's on silent or  
4 vibrate, please.

5 And then the other thing is everything  
6 you're going to see here today is proprietary to  
7 Sellers Playbook, so there's no picture taking or  
8 video recording (inaudible).

9 And with that, we're going to get started.  
10 I just want to introduce your speaker today. We are  
11 very lucky to have him here. His name is (inaudible).  
12 He's been in the business for several years. He's  
13 been doing brick-and-mortar for 35 years. He's been  
14 doing ecommerce for the past four or five years. So  
15 we're very lucky to have him here. He's a wealth of  
16 knowledge. He's literally helped thousands of  
17 students all across the country get their businesses  
18 going. So let's go ahead and bring Greg up. Give him  
19 a warm round of applause, guys. Greg Nagy (phonetic).

20 (Applause.)

21 GREG NAGY: (Inaudible) I appreciate it,  
22 thank you. How is everybody?

23 AUDIENCE: Good.

24 GREG NAGY: All right. This is unlike any  
25 other seminar -- I'm Greg Nagy, by the way. This is

1 not like any seminar you've been to before. Number  
2 one, no free gifts. You're here because you want to  
3 be here.

4 Number two, I was asked to come here -- and,  
5 actually, my son asked me to come and speak. I wasn't  
6 going to do this. I'm 35 years as an entrepreneur. I  
7 have probably -- some of you older gentlemen in here,  
8 I have every hat, every shirt you can imagine. And my  
9 son asked me, he said, Dad, would you mind coming in  
10 and speaking to some of the students in Sellers  
11 Playbook? I said (inaudible).

12 Well, first of all, he couldn't get me to  
13 look at this. I'm the stubborn guy, I'm the old  
14 school guy. (Inaudible) computer. What are you  
15 talking about, working online? I was the stubborn  
16 guy, go to brick-and-mortar stores, you know, wait in  
17 long lines and keep my car parked away from  
18 everybody's so I didn't get door dents. What a waste  
19 of time that always was.

20 So what happened was when I finally looked  
21 into this, I got excited about it and I began to start  
22 doing this. This completely transformed my way of  
23 doing business and it's going to transform your way of  
24 thinking of doing business from this point on.

25 What we're going to do today, we're going to

1 reprogram a lot of minds because the mentality is for  
2 us -- see, I come from Pittsburgh, Pennsylvania, four  
3 boys in our family, my father is a factory worker.  
4 And we had a two-bedroom house. It was a big deal  
5 when we converted (inaudible). It was a big deal when  
6 we converted the third bedroom from an attic. My  
7 vacations consisted of going to my grandmother's house  
8 and cutting her house or going to an aunt and uncle's  
9 house painting walls or doing -- we didn't know what  
10 vacations were. God rest my father's soul, he was a  
11 good man, a hard worker.

12 So, see, I didn't have the finer things in  
13 life. But he always told me something, and this is  
14 going to sink into you younger people in here and you  
15 older people in here are all going to relate to this,  
16 the mentality back then was -- he would tell me, Greg,  
17 when you grow up, you go to school, you get educated,  
18 then you go to work, then you work for 40 years and  
19 then you retire. That was some bad information.

20 I did that for a few years. I found out the  
21 supervisor -- I saw where he lived, 20 years. He had  
22 been a supervisor 20 years in the same plant that I  
23 was working at and I saw the way he lived and the car  
24 he drove. That's not me in 20 years.

25 So then what I began to do, I began to take

1 a lot of risks. As a matter of fact, I have a  
2 Cadillac in Florida, the license tag on the Florida  
3 tag says "risk taker" on the back of it. I took a lot  
4 of risks, borrowed a lot of money, shuffled things  
5 around. But what I learned is hard, hard work -- more  
6 hard work got me more hard work. And that's the way I  
7 was programmed to do that. (Inaudible).

8 And then I realized there's a change.  
9 There's definitely change. And the change is very  
10 simple. The change is now we need to take advantage  
11 of modern technology. This ecommerce is just amazing  
12 what's going on right now. So what I'm going to do  
13 later, I'm going to take you and transfer you over to  
14 the change, the new way of life.

15 Now, once again, everything I say up here, I  
16 have to be legit, I can't make things up. Do you  
17 understand me? Everything I tell you, I can back up.  
18 Anybody want to challenge me at the end, come up front  
19 and challenge me. I'd be more than happy to hear any  
20 ideas you have about anything. But I'm going to ask  
21 you something, please hold your questions until the  
22 end. Is that fair enough?

23 The reason for that, I don't have time to  
24 talk to you individually and answer questions. And,  
25 most likely, I'll have these questions answered before

1       you leave. Fair?

2               So I want you to take a pen and paper out  
3       and I want you to write everything down. So if your  
4       questions are not answered, we can make sure we answer  
5       them for you. Is that fair?

6               All right. Now, yes, I live a good life.  
7       Yes, I have beautiful cars. Yes, I have beautiful  
8       airplanes. I've got gigantic boats, homes in Aspen,  
9       Colorado, South Florida, Virginia. I can go on. I'm  
10      not talking about myself. I'm here to help you. I'm  
11      here to help you have the exact same life and the  
12      exact same things that I acquired. I struggled and I  
13      took a lot of risks (inaudible) to get where I am  
14      before I landed in this system right here and then I  
15      got smart and jumped on the bandwagon and things just  
16      completely took off.

17              So I'm here to share with you that any of  
18      you can buy a six-figure car. That's not -- that's  
19      not a big deal. Any of you could buy an airplane.  
20      (Inaudible) it's not a big deal. All you're doing is  
21      writing the check. It's not a big deal. People all  
22      of our lives have said, oh, that's for somebody else.  
23      Oh, I'll never have that. Oh, I got to go to work 40  
24      hours a week.

25              Somebody tells you when to wake up in the

1 morning. You got to drive into work (inaudible).

2 Then you go into work. Then they tell you when to

3 take a break. Then they tell you when to eat lunch.

4 Then they tell you when to take another break. Then

5 it's time to go home. Then you're rushing and you get

6 all the way home and then (inaudible) cable television

7 (inaudible) only to do it the next day and the next

8 day and the next day. And then they tell you

9 (inaudible) this when you (inaudible) this. Then they

10 tell you can only take two weeks a year off to spend

11 time with your loved ones. Crazy.

12 Finally, I can stand up here and share --

13 like my son, I said, son, I (inaudible) I wouldn't

14 want any of you to go through what I went through

15 during my business experience. Until I got into this,

16 I told my son, I said, you know what, finally, I can

17 share this. And it boils down to this before we get

18 started. The larger the (inaudible) the larger

19 (inaudible) come back. Is that fair?

20 So I am here because I want to be here. I

21 am here because my son said, Dad, you taught us all of

22 our lives to give back, give, give, give. And they

23 saw me do this all their life, I've always given,

24 always helped people. Well, now it's my turn to help

25 you, each of every one of you.

1           So you want an instructor up here who's  
2 going to be honest, right? You don't want me to tell  
3 -- I'm not going to tell you things you want to hear,  
4 I'm going to tell you things you need to hear. Is  
5 that fair, guys?

6           And I'm going to hold this like I hold any  
7 of my business meetings. I'm serious. So I may say  
8 things that may offend some of you. I don't mean to  
9 do that, okay? I don't want to offend anybody. But  
10 sometimes, just like my meetings, you have to shake  
11 people up. Fair enough?

12           Now, this is not an experiment of how it's  
13 going to work. (Inaudible) just follow this system.  
14 I'm the first (inaudible) entrepreneur millionaire is  
15 going to tell you, hey, if you (inaudible) I'm going  
16 to throw you all my business. How many times has that  
17 ever happened? I'm going to show you how to do this.

18           There are more millionaires being made today  
19 in this country on a daily basis than ever in history.  
20 Did you know that? All ages. (Inaudible) right here.

21           Okay, let's make sure you're in the right  
22 room. By a show of hands, how many of you in this  
23 room want to make more money? Put them up. Put them  
24 up. If your hand did not go up, there's the exit, you  
25 have to leave. I don't blame you for sneaking



1 (inaudible).

2 All right, listen, how many of you -- now,  
3 you have to start paying attention now and start  
4 looking around, look around. How many of you in this  
5 room have heard of a company called Amazon? Every  
6 hand went up pretty much. If you didn't hear of  
7 Amazon, you're living under a rock.

8 All right, now, let's pay attention to this  
9 again (inaudible). How many in this room have ever  
10 bought anything on Amazon? Purchased something on  
11 Amazon?

12 UNIDENTIFIED FEMALE: Never?

13 GREG NAGY: No. How many of you have ever,  
14 ever? Ever, ever, ever. Very good. Now, pay  
15 attention to the hands that went up. How many of you  
16 have ever sold anything on Amazon? Far fewer hands.  
17 How many of you have (inaudible) Amazon's business?  
18 Whoa. My friend, I'm going to tell you something  
19 right now. The majority of you in this room are going  
20 to get this. The majority of you in this room are  
21 going to make large money. (Inaudible) all we can do  
22 is you're going to go (inaudible) the same way you  
23 came in (inaudible) your same lives.

24 What's the definition of insanity? Doing  
25 the same thing over and over and over and expect

1 different results. Nothing (inaudible). (Inaudible)  
2 believe it or not, you're going to be in that insanity  
3 mode and you're going to go back out that door. The  
4 majority of you are not. And (inaudible) my business  
5 meetings. (Inaudible) you're going to make a lot of  
6 money on this because you can't help if you just  
7 follow a given, proven system.

8 I'm going to read a couple of things to you,  
9 and I have to read this. The reason I've got to read  
10 these numbers, I'm not going to stand up here and  
11 inundate you with numbers. Let's keep this thing  
12 going. But this is imperative you understand this.  
13 Amazon changes by the hour. Are you aware of that?

14 I was in Seattle, Washington last week.  
15 They have 25,000 employees alone in Seattle,  
16 Washington. (Inaudible) it is amazing, this company.  
17 (Inaudible) we call it the high rent district in  
18 Seattle. Everything it does is first class. That's  
19 who I want to be affiliated with. That's who I want  
20 to put my name next to. I want to be with somebody  
21 like (inaudible) brilliant. I consider (inaudible)  
22 Disney and Walt Disney back in the heyday.

23 Pay attention to this quickly. This is  
24 (inaudible). This is important. Where I live in Fort  
25 Lauderdale, specifically, there are a lot of multi-

1 multi millionaires. Do you understand? And you're  
2 the average of the five people you hang out with most.  
3 If you're (inaudible) here, you're above everyone  
4 (inaudible) here.

5 Now (inaudible) the entrepreneur mentality  
6 down there -- anybody ever watch Shark Tank? All  
7 right. Mark Cuban, I keep my boat down (inaudible)  
8 where he keeps his boat a lot of times. So you get to  
9 know them, you get to talk to these people. Their  
10 mentality is this -- and all the entrepreneurs -- the  
11 guys that started NutriSystem, Nike shoes, all those  
12 guys live along this area called Millionaire Mile,  
13 they call it, which any of you who live there, I'm  
14 watching (inaudible).

15 But here's the bottom line, the thought of  
16 all of you is this: Learn how to deal with the mass  
17 of people -- the mass. Does that make sense? If you  
18 learn how to deal with the mass, you will live with  
19 the class. Do you understand what I just said?  
20 Simple as this (inaudible). Deal with the mass, live  
21 with the class. Does that make sense? Think about  
22 it.

23 Case in point. Amazon has over 300 million  
24 active accounts. Amazon -- how many of you are Prime  
25 members? How many members? A lot of you are. Amazon

1 has 70 million Prime members, which means you  
2 (inaudible) buying. There are 12 billion products on  
3 Amazon. (Inaudible) knows. B, 12 billion products.  
4 I'm telling you this for a reason. I got (inaudible)  
5 share this with you. I really (inaudible) feel good  
6 I'm going to share this. I feel good about it,  
7 helping people.

8 Thirty percent annual (inaudible), 340,000  
9 employees, they just employed 130,000 more over --  
10 listen to this. Amazon is very low key. They don't  
11 talk about what people make. It's private. Except  
12 for a student of ours, she boasted on social media, I  
13 made -- in three months, I made \$140,000. I don't  
14 know why she's boasting that on social media since she  
15 -- putting that on social media. (Inaudible).  
16 (Inaudible) checked with Amazon. How many people are  
17 really making large money? Large money to me is seven  
18 figures. That's large money. (Inaudible) these  
19 numbers.

20 There's over two million third party sellers  
21 which you'll be (inaudible) -- third parties that are  
22 making over seven figures right now. Okay?  
23 (Inaudible) over 80 million business a day. Eighty  
24 million (inaudible) a day are going to Amazon. Fifty-  
25 one percent of people in America go straight to

1 Amazon. I don't want to keep throwing these numbers  
2 at you, so I'm going to stop here.

3 (Inaudible) when you're with Amazon, you  
4 have building buyers already. Does that make sense?  
5 You have building trust with buyers. You have  
6 building credibility. They're there. All I need to  
7 do is get you over here and we see the money coming in  
8 from what people are buying. Does that make sense?  
9 It's not hard.

10 See, Amazon went by this, Amazon went  
11 (inaudible) place. (Inaudible) cool, man. My  
12 grandson is named Bryce. I haven't seen that name.  
13 But, anyways, they went from here's the developer,  
14 here's the builder, here's the manufacturer and let's  
15 take it over here for people to buy the product.  
16 (Inaudible). And then they went from here's the  
17 people building the stuff, let's take it to what's  
18 called a brick-and-mortar store, a retail store, and  
19 then people come in to buy. Do you understand?

20 Now, what they did is they're taking it  
21 right to the supplier (inaudible) right on this  
22 computer and people are going on the computer and  
23 buying. Do you understand what's happening? Do you  
24 know in five years, most malls will be history?  
25 (Inaudible) in five years.

1           Dan, you're going to be talking to your  
2   grandchildren and great-grandchildren, so you see that  
3   museum right there, that used to be called a mall. We  
4   used to go there and shop. (Inaudible). Three  
5   hundred orders any given time, 300 orders, ordering,  
6   somebody buying. Three hundred orders at any given  
7   second on Amazon.

8           Who's that guy there? (Inaudible). What's  
9   up, bud? Very good student. Three hundred orders a  
10   second on Amazon. There's another 300. There's  
11   another 300. There's another 300. Why are you not  
12   cashing in on this? Why would you not? You know  
13   what, because you don't know how, just like I didn't  
14   know. Does that make sense now?

15           There's another 900 orders just while I said  
16   that sentence. I'm trying to just -- I'm  
17   reprogramming your minds to a whole different way of  
18   thinking. This is not normal to you. This is not a  
19   normal way (inaudible). This is not how we  
20   (inaudible).

21           18,000 orders a minute, that's over a  
22   million orders an hour. I can't say anymore.  
23   (Inaudible) backs itself up. I can't say any more  
24   than that. Pay attention. If you want to make some  
25   money, this is the time to do it. It's the best time.

1 This is like a Microsoft, this is like the Google  
2 (inaudible). Do you understand? This is like in the  
3 -- your (inaudible) couldn't be better. It could not  
4 be better.

5 Here we go. Everything I say I back up. I  
6 pulled this article up. This is from years ago, a few  
7 years back. I brought this up for a reason because I  
8 want to understand it. I'm not the kind of guy -- if  
9 you work for me down the road (inaudible) employees  
10 back in the day. If that was 100 feet in the air and  
11 there was a light bulb out and you didn't want to  
12 climb up that ladder, I would be the first one  
13 climbing up that ladder changing that light bulb.  
14 (Inaudible). (Inaudible) right now (inaudible).  
15 Right there. I opened them all.

16 I even went out and I borrowed -- think  
17 about it if you did this. I borrowed \$4 million.  
18 Now, you're going to lose some sleep here (inaudible).  
19 Do you understand? \$4 million. I worked day and  
20 night for you to get that mall open. That article  
21 right there -- they happened to catch me one night  
22 after hours because I let my crew leave early because  
23 they were burning the candle 12 hours a day and I'm  
24 after hours pounding 16 penny nails with a 22 pound  
25 hammer into two by fours, because that's what I do. I

1 know I need to stay on schedule.

2           Once I got that finished, my overhead was  
3 40,000 a month. I'm telling you, think about it. I  
4 couldn't (inaudible). I got 40,000 a month. When I  
5 opened that mall up, you know my return was only 4 to  
6 5 percent a month on all that money and all that risk  
7 and all that effort. That's crazy (inaudible). But  
8 that was my mentality.

9           See that's what we were taught, weren't we?  
10 We were taught like that. Just work hard. We didn't  
11 know -- I didn't know if I could do this. Even today  
12 when I'm on the computer, I'm like a chicken pecking  
13 on the thing. But they make it so simple, it's like  
14 painting by number.

15           Oh, the reason I brought this up, some of  
16 you are brick-and-mortar storeowners in here. I know  
17 this. When my people (inaudible) start renting out  
18 all the stores and they were finished, I was working  
19 from 9:00 a.m. to 9:00 p.m. I was (inaudible).  
20 (Inaudible) wanted it to be successful so (inaudible)  
21 come in a few hours early. Do you understand? They  
22 would be there all 12 hours and they would stay a few  
23 hours late to make sure the inventory was right, make  
24 sure their help was in, make sure they (inaudible) and  
25 their profits sometimes were break even or maybe a 7



1 or 8 percent profit.

2 I'm telling you this for a reason. That's  
3 the old school mentality. Working for someone else  
4 for 40 years is old school because that doesn't exist.  
5 (Inaudible) requirement. I'm going to pick on Dean  
6 because he's right in front of me. You younger people  
7 (inaudible). This man worked for a company for 20  
8 years. He was the number one employee, employee of  
9 the month (inaudible). He was the best of the best.  
10 Human resource officer calls him in, sir, sit down,  
11 please, we have to lay you off, we're cutting back.  
12 They're not cutting back; they're paying somebody half  
13 the money, somebody half his age doing the same job.

14 So you guys looking for some kind of  
15 retirement, forget about it. It's a thing of the  
16 past. Take control of your own lives.

17 And, number two, people 65 or older, 95  
18 percent of them right now are relying on some kind of  
19 government subsidy or maybe a second job. I mean,  
20 it's not their fault. They're hard workers. They  
21 worked hard all their life. But it was just bad  
22 information. That's how we were brought up. See,  
23 today, it's a whole different world. Today  
24 (inaudible). Does that all make sense to you?

25 Now, here we go, this company, Sellers

1 Playbook, I did a lot of checking around (inaudible)  
2 for the last ten years, the best program, the best  
3 ingenuity. They've got the best (inaudible) software  
4 that they came up with and they've put everything down  
5 to a science right down to the -- right down to the  
6 (inaudible). (Inaudible) Sellers Playbook came out,  
7 Sellers Playbook paralleled with Amazon. Amazon loved  
8 Sellers Playbook. Why? Because we don't (inaudible)  
9 the first time. You don't make a bunch of mistakes.

10 Those of you right now that have some type  
11 of Amazon store or if you're selling on Amazon, if  
12 you're not making a minimum of \$10- to \$20,000 per  
13 month, stop what you're doing, please. Stop. You're  
14 doing something wrong. There's a real issue going on  
15 there if that's the case. Stop.

16 Now, ten years of research (inaudible)  
17 company over 20,000 square foot warehouse. This  
18 company has been on countless magazines, TV shows,  
19 interviews. (Inaudible) Oprah Winfrey (inaudible) Don  
20 Shula, winningest football coach; Jay Leno. I've  
21 shared the stage with a lot of different people, also.  
22 But what I'm saying is this particular company has a  
23 foundation base. They're not going anywhere; they're  
24 solid.

25 Once again, when Amazon loves you, Amazon

1 holds on to you. We want to keep you with what we're  
2 doing because we want to make sure you do things the  
3 right way. Right now, there's a right and there's a  
4 wrong way. There's no (inaudible) area. (Inaudible)  
5 you need to do it the right way (inaudible). That's  
6 the way (inaudible) and I'll explain all that in a  
7 minute.

8 Now, it's important -- you've got to follow  
9 this. It's very important. Today's lineup -- before  
10 we start this -- before we start today's lineup. I  
11 know it's going to be hard. I've got to reprogram  
12 your minds to a different way of thinking. But before  
13 we start, I want you to be honest with me as I'm  
14 honest with you. When you came through those doors,  
15 by a show of hands, how many of you think I'm going to  
16 try to sell you something?

17 (Inaudible). Shew. Well, I'm not going to  
18 let you down.

19 (Laughter.)

20 GREG NAGY: Actually, I'm going to sell you  
21 something, I am. I'm going to sell you something  
22 right from here, this line here. What you do today is  
23 not going to change my life, my friends? But what you  
24 do can really change your life and if I change half  
25 your lives in here, I'd feel good. And I'm going to

1 tell you something right now, the way it's going right  
2 now, the first 30 to 45 days, a lot of you are going  
3 to come looking for me to hug me with tears in your  
4 eyes with happiness. It's happening. And I feel good  
5 that I can do this. But I'm going to tell you you  
6 know all the things you ought to be doing. You know  
7 you should be doing (inaudible) on Amazon. You know  
8 you should be. The actions you know you need to take,  
9 you know you should do.

10 I'm going to show you all how to live the  
11 life that you were designed to live and I'm going to  
12 show you how to have anything you ever wanted in life.  
13 I mean, anything. I'll let you (inaudible) the  
14 picture, the nicest car, the nicest home. (Inaudible)  
15 they don't make them for certain people. They make  
16 them for you. Any one of you can do this. But, see,  
17 we weren't programmed that way. Do you understand?

18 Do you know they make brand new cars, all  
19 kinds of cars every year whether you buy them or not.  
20 Somebody buys them. I just want to get you in the  
21 higher-end cars. Do you understand? Does that make  
22 sense? I'm here to help. I'm sincerely here to help.

23 But what's going to happen is (inaudible)  
24 smart people. If you think you're going to pull  
25 something up on YouTube, oh, that will show you how to

1 make a million dollars (inaudible) in 15 minutes,  
2 you're smarter than that, come on. You're smarter  
3 than that. Or watch these webinars, they're 10  
4 minutes a day. Please, come on. And I'm not telling  
5 you to go to four years of college and spend 100 grand  
6 doing that because 70 percent of college graduates are  
7 in a career they didn't even go to school for. So I'm  
8 not asking you to do that.

9 What I'm saying to you is this: Three days,  
10 you take off three days and you study for three days.  
11 It's almost like I'm interviewing you instead of me --  
12 I'm interviewing everybody in here to see if  
13 (inaudible) step up and (inaudible) three days of our  
14 class. Three days. That third day, Friday, Saturday,  
15 Sunday, Monday, you're in business. Actually, Sunday,  
16 you're in business because we cover a lot of  
17 information and you're smart. Do it right. You're a  
18 phone call away.

19 Down the line, you have coaching, you have a  
20 lot of availability. Do it right. Fair enough?  
21 Three days we're going to offer you. I don't care  
22 what it takes, get to that class.

23 Those of you (inaudible) all night long,  
24 should have, could have, would have (inaudible) pay  
25 the bills. Those of you that go to class (inaudible)

1 3:00 in the morning, 4:00 in the morning (inaudible)  
2 energy -- your energy level is going to go through the  
3 roof. That's fine. Because I'm passionate of what  
4 I'm saying up here. I'm very passionate. And I'm  
5 just thankful that I can help.

6 Boom, today's lineup. We're going to talk  
7 about (inaudible) system. We're going to talk about  
8 fast-moving products. We're going to talk about  
9 building a brand, talking about where to store  
10 products, talking about the big goal.

11 Now, Amazon is very secretive. This happens  
12 to be one of their fulfillment centers (inaudible).

13 Hey, Jared, now it's getting hot in here. I  
14 better call him back.

15 Anyway, their fulfillment center, this is  
16 1.2 million square feet. What I'm going to show you  
17 is like a four-minute video. It's not even four  
18 minutes. It's -- I dug this out of the archives from  
19 a news agency. They were one of the few to ever get  
20 inside Amazon's walls. I want you to see what goes --  
21 happens from the time you order a product all the way  
22 to the time it comes to your door. Fair enough?

23 Pay attention to this. It's quick, it's  
24 very informative, it's very good.

25 (Video played as follows.)

1           CYNTHIA MCFADDEN: So what did you do at  
2 work today? Chances are good that on this Cyber  
3 Monday there was some point, click, and buy going on.

4           GREG NAGY: Can you hear it?

5           CYNTHIA MCFADDEN: A record-breaking \$1.5  
6 billion worth of merchandise is expected to have been  
7 ordered online today, and no one ships more orders  
8 than Amazon. It's a company known for its  
9 competitiveness and its secrecy, but ABC's Neal  
10 Karlinsky was allowed inside to see the Amazon magic.

11          NEAL KARLINSKY: This is what the new world  
12 of Amazon looks like on Cyber Monday: capitalism on  
13 parade. Nightline was invited in for a rare glimpse  
14 at one of its 80 huge fulfillment centers  
15 strategically sprinkled around the globe.

16          Look down the aisle here, that's a lot of  
17 stuff.

18          To find out what happens when you point,  
19 click, and buy, a process that follows miles of  
20 conveyor belts inside a massive building like this,  
21 but first an experiment.

22          They say this is the hot video game. I'm  
23 gonna order it.

24          We place an order, Just Dance 4. If all  
25 goes according to plan, we'll follow it from the shelf

1 to my doorstep.

2 Let's go see if it shows up in here.

3 This 1.2 million-square-foot Amazon  
4 warehouse is the unseen shopping mall that never  
5 closes.

6 It occurs to me, it's kind of funny, it's  
7 sort of like Noah's Ark. I mean, you sort of have one  
8 of everything around here. I mean, soccer ball, Hello  
9 Kitty. We got a backpack. We got a tablecloth.

10 JOSH TEETER: We carry as much as we can.

11 NEAL KARLINSKY: Josh Teeter, a former  
12 military intelligence officer, is the center's general  
13 manager, meaning he's a little bit like an air traffic  
14 controller for online shopping.

15 You know, I tried to do a search to see if I  
16 could find something that you wouldn't have, and I  
17 looked and I searched for a pink tuxedo, and you guys  
18 have a pink tuxedo available.

19 JOSH TEETER: Well, I guess you're not the  
20 only one that wants that.

21 NEAL KARLINSKY: We watch as my order pops  
22 up on a scanner and gets plucked from a shelf by hand  
23 and then dropped into a barcoded yellow bin.

24 JOSH TEETER: This is the one you bought.

25 NEAL KARLINSKY: I mean, this is literally



1 mine.

2 JOSH TEETER: And it will arrive at your  
3 house in a couple days.

4 NEAL KARLINSKY: The Amazon people let us  
5 draw a smiley face on our bin so we can follow it on a  
6 wild ride through a winding maze. Amazon recently  
7 added a small army of extra workers in these  
8 fulfillment centers just to handle the holidays, all  
9 those electronics, tie-dye fashion kits, and heated  
10 pet bowls that absolutely must get out the door and  
11 fast.

12 Is it a pressure cooker working in here?

13 CRAIG BERMAN: It gets very busy at this  
14 time, and -- and folks work hard, for sure, but we  
15 bring in help. We're hiring 50,000 seasonal employees  
16 to help meet that demand.

17 NEAL KARLINSKY: Amazon has faced serious  
18 complaints that workers are pushed to the limit in  
19 tough conditions.

20 CRAIG BERMAN: Safety is number one with us.  
21 These are well-paying jobs. They pay 30 percent more  
22 than traditional retail --

23 NEAL KARLINSKY: Sorry to interrupt. What  
24 do you got going out here?

25 FEMALE WORKER: Oh, shipping things out to

1 people.

2 NEAL KARLINSKY: Somebody's getting a happy  
3 Hannah Montana camera.

4 You quickly learn walking the aisles here  
5 that Amazon is barcode heaven. Everything has a code:  
6 a code to find it, to ship it, to track it. But how  
7 can they have everything from medieval chain mail to  
8 clock oil and binocular magnifying glasses on hand at  
9 all times? Only part of the answer is huge inventory.  
10 The other part comes from small business owners like  
11 Dan O'Donnell whose tiny jewelry supply store, which  
12 sells that clock oil, has exploded by selling through  
13 Amazon, meaning their stuff shows up on Amazon's  
14 website, and Amazon gets a cut of the action.

15 DAN O'DONNELL: Right now, we have about  
16 150,000 SKUs that we offer on Amazon.

17 NEAL KARLINSKY: 150,000 items just from  
18 you?

19 DAN O'DONNELL: Just from us, yes.

20 NEAL KARLINSKY: The company doesn't only  
21 sell just about everything; it uses sophisticated  
22 programs to track your online habits, a fully  
23 customized shopping experience to not only match  
24 prices but increasingly match your desires.

25 CRAIG BERMAN: We have teams of super smart

1 people who build out algorithms to create personalized  
2 recommendations for our customers.

3 NEAL KARLINSKY: I don't even know what this  
4 is.

5 But despite the huge inventory and  
6 third-party sellers, Amazon still can't guarantee the  
7 lowest prices, so consumers are urged to shop around.  
8 Meanwhile, our happy yellow bin shows up right on cue.

9 It's traveled about a mile since we saw it  
10 last, and now it's nearing the end.

11 As it is pulled off and boxed, we add a  
12 message inside just to make sure what shows up really  
13 is the same item.

14 All right, I'll see this at home.

15 Forty-eight hours later, here it is, a box  
16 was sitting on my doorstep. Crack it open, and  
17 there's our game and it's our message, Happy holidays  
18 from ABC News. They may call it Cyber Monday, but at  
19 Amazon it never ends. I'm Neal Karlinsky for  
20 Nightline in Phoenix.

21 (Video concludes.)

22 GREG NAGY: You know what's interesting is  
23 last holiday season, Amazon broke every record  
24 imaginable and people were wondering, my gosh, it's  
25 amazing what Amazon did. Well, now, there's a lot of

1 -- you hear different things when you Google different  
2 things, information, but the actual statistics are  
3 showing from programmers and engineers that Amazon  
4 will do five times that amount this season.

5 (Inaudible) people, there will be many this holiday  
6 season instead of worrying about how to pay those  
7 credit cards (inaudible) money. Does that make sense?  
8 I want to get you on this side of the equation.

9 Have any of you ever been to these multi-  
10 level marketing seminars? You get five people to work  
11 under you, you get five people under you, you get five  
12 more -- you know (inaudible). This program here, you  
13 decide what you make. You decide. We'll help you do  
14 it, but you decide. Does that make sense for you?  
15 You have complete control over this. (Inaudible) what  
16 to do. We'll tell you where to go. We advise you; we  
17 guide you. We tell you the right way to do it.

18 How about a flip house seminars -- a flip  
19 this house seminar? Has any of you been to those?  
20 You know, oh, that's beautiful. I got that t-shirt  
21 (inaudible). Oh, go out and borrow 100 grand. You  
22 better buy a house. (Inaudible) better get  
23 contractors. (Inaudible) contractors in. (Inaudible)  
24 storm doesn't blow the roof off when you're halfway  
25 through, make sure there's not any problems, make sure

1     that money gets paid back. Then you better get it on  
2     the market and you better hope you're going to make a  
3     profit. Craziiness. A lot of work, a lot of time, a  
4     lot of risk. Once again, not here. All of this.

5             And I'm going to teach you one more thing,  
6     too. You'll not only learn how to deal with the mass  
7     of people to live with the class of people, you need  
8     to learn something else. It's not how much something  
9     costs; it's how much it's going to make me. You  
10    understand? I have to reprogram your thinking again.  
11    Reprogram your mind. It's not how much -- once again,  
12    you watch Shark Tank. These guys are billionaires.  
13    If you talk to these guys, these guys are cool.  
14    They're constantly saying, oh, I'm not going to spend  
15    that, how much does that cost? They don't say that.  
16    If my investment is 2,000 and they say 50,000, that's  
17    a good deal. Do you understand what I'm saying to  
18    you?

19            There's always going to be good people out  
20    here, always going to get the people that are going to  
21    do this. Wow. I'm not going to buy -- I'm not going  
22    to invest in it, I'm not going to put any money out, I  
23    just want to make money. Well, you never will and I  
24    understand that. That's a given.

25            So always a new mentality (inaudible) not

1       how much it costs, how much will it make me, if I  
2       invest this and this is my return a year. Okay?  
3       We're on the same page. This right here (inaudible) I  
4       got to get moving here. This (inaudible) stuff here.

5               I went through -- March, I went through a --  
6       it's called the ASD. It's a big thing in Las Vegas  
7       that has a big tradeshow with 2,500 different  
8       suppliers.

9               Boy, it's hot in here, Jared. Did you do  
10      any --

11              JARED: I called him.

12              GREG NAGY: Oh. It has 2,500 -- 2,500  
13      suppliers coming from all over. Now -- it's in March,  
14      ASD, Las Vegas. (Inaudible).

15              UNIDENTIFIED MALE: We're not hot.

16              UNIDENTIFIED MALE: They're not hot.

17              GREG NAGY: Oh, okay, you're not hot.  
18      That's okay. They're not hot. (Inaudible) speaking  
19      up for everybody.

20              All right, listen, you're (inaudible). It's  
21      all (inaudible). All right, listen (inaudible) real  
22      quick. Now (inaudible) what are the chances out in  
23      Las Vegas in March of running into a gentleman --  
24      well, I believe it was destiny. I believe you're here  
25      for a reason; I'm here for a reason. I don't have

1 (inaudible) question that. Now, what are the chances  
2 out of all the people out there that I run into the  
3 gentleman in charge of all of these massive  
4 fulfillment centers? He's the guy that oversees  
5 these.

6 I get talking with him. He says, Greg --  
7 that was 1.2 million square feet, that particular --  
8 if anybody remembers that -- when I did that. He  
9 said, they're making them now over 4 million square  
10 feet. They're building them as we're sitting here  
11 right now. They're building massive fulfillment  
12 centers. Why? Because they need them. Who are they  
13 building them for? You. When people think of Amazon,  
14 you've got a small product and (inaudible). No.  
15 We're going to show you how to utilize these Amazon  
16 fulfillment centers. That's important. Those of you  
17 doing this right now, learn how to do this.

18 You know what he told me? How many of you  
19 have seen on the news where they're going to start  
20 delivering via drones? Drones -- you know what a  
21 drone is? You see how (inaudible). That's reality,  
22 my friends.

23 Now, me being a past vice president of the  
24 Experimental Aircraft Association, I talk to a lot of  
25 pilots and I also talk to FAA administrators. Do you

1 understand? And I asked them, I said, being a pilot  
2 myself, do you think I'm going to fly into one of  
3 those drones? He said no. He said what they're going  
4 to do is they're going to have a certain minimum  
5 height they have to fly and a certain max. They'll  
6 have their own airspace.

7 And believe me, the capability there,  
8 because I have drones anywhere from \$3,500 to over  
9 \$2,500 and (inaudible) my grandson, he's going to get  
10 that drone -- he's only a year and a half year old --  
11 he'll get that thing and he'll lose it out in no man's  
12 land. And all I have to do is I hit return to home  
13 switch and that drone comes in, allows for cross  
14 winds, comes right down and lands right where it took  
15 off. It's here, my friends. The technology is here  
16 (inaudible). Just like the big air (inaudible).

17 (Inaudible) nine feet. You always keep a  
18 ten foot radius for safety. (Inaudible) how that  
19 works. But what they're going to do is they're going  
20 to have drones deliver. How are they going to do  
21 that? Well, in certain weather, they're only good for  
22 so many distances (inaudible) answer.

23 You ever seen the Goodyear Blimp? They're  
24 building massive blimps and these blimps are going to  
25 be fulfillment centers floating in the air outside of



1 certain communities. It's incredible. It's already  
2 here. They're experimenting right now in Northern  
3 California. And what will happen is when you place an  
4 order, the EAA will come down and here's what it's  
5 going to do. (Inaudible) is going to be out there in  
6 his pool hanging out with all of his friends,  
7 entertaining everybody, and have a package come down  
8 and fall in his lap. So what the drones have to do,  
9 they're going to follow his street (inaudible) GPS.  
10 It's all programmed. Pull in, come right up  
11 (inaudible) your hard, drop it off and off they go.  
12 It's here.

13 Another reason why they want to do that,  
14 there are, for example, communities where a lot of  
15 younger people live, they do all the studies, all the  
16 algorithms and figure out what the highest, most  
17 products ordered in those areas. Like my two  
18 grandchildren, my son, they have diapers delivered  
19 automatically every month. They keep an exact count  
20 of how many they should have and (inaudible).

21 So what they're going to do is anywhere --  
22 where younger communities are, they'll probably have  
23 more baby products on the blimp. So when you call and  
24 you order on your phone, you do your order -- you  
25 don't have to worry about calling (inaudible) -- as

1 soon as you do your order, within 20 to 25 minutes,  
2 that thing will be (making noise) dropping that order  
3 off. So no more 24 to 48 hours. It's already here.  
4 It's actually amazing what's going on.

5 We have a lot of our students that are  
6 Amazon employees. They step over here when they see  
7 what's happening (inaudible). We have a lot of our  
8 students that are postal workers, UPS, Fed Ex. Forty  
9 to 80 percent of the products right here, ecommerce.  
10 You see what's happening? They're coming on our side  
11 because they realize what's going on. They see it  
12 with their own eyes by delivering everything.

13 So it's here. (Inaudible) having a big  
14 blimp for these fulfillment centers (inaudible) the  
15 plans go on and on and on. But it is here. It is  
16 exciting and we're right here at the base of all of  
17 it.

18 Right now, 11 marketplaces, 120 plus  
19 centers, 180 loyal customers in different countries,  
20 product categories. It goes on. Acquisitions by  
21 Amazon (inaudible) buy, buy, build, build.

22 You know your Prime members can watch  
23 movies? You can watch movies. You understand that  
24 you can stream movies. They also have a million songs  
25 (inaudible) you can do. (Inaudible) Oscars

1 (inaudible) screening studios, Jeff Bezos gets a fun  
2 shout out. I'm walking through the airport, here he  
3 is on the front of Time Magazine, one of the most 100  
4 influential people out there. Those are the type of  
5 people you want to be with and hang out with.

6 Here we go. Amazon acquires (inaudible).  
7 And any of these other companies, too, you see  
8 (inaudible) whatever they call them, they all try to  
9 like go and they're trying to be like another Amazon.  
10 They're Amazon wannabees. What Amazon does is let  
11 them build up so high and then snatches them. It's a  
12 beautiful thing. They (inaudible) Amazon bought  
13 (inaudible) over 650 million.

14 Okay, this is one of the few things these  
15 two ever get together. Did you ever hear of CNN and  
16 Fox Network ever agreeing on anything? They're always  
17 (inaudible). Really. Do you remember back when  
18 (inaudible) used to have 24-hour news? Do you  
19 remember that? It called Headline News. They  
20 actually had news. (Inaudible). All it is now is  
21 opinions. Little kids out of high school. My opinion  
22 is this. I can't take it. Don't get me started  
23 there. Keep it away from me.

24 Anyway, it's one of the few times they  
25 agree. (Inaudible) more retail (inaudible). Amazon

1 clothing success (inaudible) department stores and  
2 malls. It's happening every day and it's happening  
3 right now as we speak. Is Amazon taking jobs? No,  
4 no. (Inaudible) everyone they take and pay them 30  
5 percent more.

6 That mall that you saw that I had, I was  
7 smart when I kept that. You know what? That thing  
8 there is (inaudible) museum. I can sell tickets and  
9 you can go visit. This is how we used to shop.

10 What is the highest and best use of my time?  
11 Keep saying that to yourself. What is the highest and  
12 best use of my time? What is the highest and best use  
13 of my time? If you are not where you want to be in  
14 life right now, to live the life and have the income  
15 that you want, you need to start thinking what is the  
16 highest and best use of my time to get to that point.  
17 Does that make sense to you? What is the highest and  
18 best use of my time?

19 That's not going (inaudible) store like I  
20 did recently. I just had to go pick up a little thing  
21 of creamer. I got to drive my car (inaudible)  
22 everybody. There's ten cash registers (inaudible) and  
23 one cashier. I mean, come on. (Inaudible). I  
24 finally get back (inaudible). I finally get back to  
25 my car, drive back. I'm 45 minutes deep. That was

1 not the highest and best use of my time. That's why  
2 this is so popular right here. People today  
3 (inaudible) and it's right here. Boom. Point, click,  
4 buy, it's delivered.

5 Over 36 -- almost 36 billion -- the new  
6 numbers aren't even out yet -- 36 -- 136 billion. You  
7 know what that means? Once again, you're going to get  
8 into these numbers. I can't even fathom these  
9 numbers. If every one of you right now in here, if  
10 you work 24 hours a day -- (inaudible) when you hear  
11 that statement (inaudible) think about working 24  
12 hours a day. Seven days a week for 500 years, you  
13 could be making a million dollars a year and you  
14 wouldn't even put a little scratch into that pie. Do  
15 you understand what I'm talking about, my friends?

16 I'm going to (inaudible) that's only 100,000  
17 a month. That's not difficult in this business to do.  
18 That's why there's so many young kids, all ages,  
19 retirees (inaudible) because it's smart. These are  
20 the good old days right now, my friends. These are  
21 the good old days.

22 (Inaudible). How about if I creep before  
23 your crawl, crawl before you walk, walk before you  
24 run, run before sprint? Is that fair? We're just  
25 going to try to make -- some of you might make \$1,000

1 a month to start out at. That makes a difference.

2 But if you're doing that, a lot of you times that by  
3 at least ten, once you learn how to do it once, all  
4 you have to do is duplicate it. Does that make sense?

5 (Inaudible) information. You're going to  
6 (inaudible) before you walk out of here. It's my  
7 (inaudible). Do you understand what I'm saying? Just  
8 (inaudible) a success. To achieve this success, I'm  
9 actually telling you (inaudible) do this. To achieve  
10 this, copy what we're doing. Copy it. That's all.  
11 Copy it. Crazy, isn't it?

12 Here we go, boom, 136 billion. Constant  
13 growth, year after year. Amazon -- I remember  
14 (inaudible) they were worth more than Walmart.  
15 They're worth more than Walmart; they're worth more  
16 than Costco, Target, Macy's, Kohl's, most of these  
17 major shopping (inaudible). Amazon delivered more  
18 than two billion units (inaudible). (Inaudible).  
19 Today, you will become a third party seller if that's  
20 what you want to do. You're going to be between the  
21 manufacturer and the buyer and the manufacturer is  
22 going to be (inaudible) you and you're going to be  
23 putting it out to the buyer. It doesn't get any  
24 harder than that. Is that difficult? No, it's not.

25 Here we go. (Inaudible) once again. If

1 everyone in here works seven days a week for the next  
2 500 years and you all did the exact same product, the  
3 exact same -- the same (inaudible), every one of you,  
4 you still wouldn't even begin to scratch the surface  
5 on the demand for these products. Is this starting to  
6 make sense now? (Inaudible).

7 Here we go, boom. All right, this is  
8 Amazon. Here's their philosophy. Brick and mortar,  
9 going to the factory, going to work for somebody is a  
10 thing of the past. Their philosophy is right here.  
11 Why would you beat yourself up every day and have  
12 somebody tell you what to do, what not to do, tell you  
13 when to take a vacation, when you can see your loved  
14 ones, when you can't, when you can have this right  
15 here and that could be your view and that's your  
16 business right there. That's literally your business  
17 right there (inaudible). Do you understand me?

18 Once again, I wouldn't have you do anything  
19 I wouldn't already do. There's my business right  
20 there. That little chair right next to that swimming  
21 pool. That's in Fort Lauderdale (inaudible)  
22 oceanfront property right there. That's where I work  
23 and I want the same for you. How many of you would  
24 like to have a view like that out of your big window  
25 at work every day?

1 (Laughter.)

2 GREG NAGY: Okay, if your hand didn't go up,  
3 I mean, something's wrong. I got to come back there  
4 and shake you people. If somebody ever told me  
5 (inaudible). These are the kind of people -- you  
6 know, we have all walks of life. It used to be there  
7 would be some kind of high-end (inaudible) or  
8 somewhere to come in here and (inaudible). It's just  
9 regular people that are buying these houses.  
10 (Inaudible) find out why.

11 Boom, everything's right there. Beautiful.  
12 There's rooms in that house I haven't even been in.  
13 That's a part-time house. Beautiful (inaudible).

14 All right (inaudible) versus (inaudible),  
15 here we go. I watch people who think they have  
16 businesses, they literally pick up hundred dollar  
17 bills like this and they're stepping over stacks of  
18 hundreds because they are ignorant to the facts of how  
19 to make money. Ignorant is not a bad word. Stupid is  
20 a bad word. Ignorant is not knowing the facts. Is  
21 that fair enough? Do you understand this? Or not  
22 knowing how to do this, I understand how because I was  
23 doing that. I was beating myself up because I didn't  
24 know how to do it. (Inaudible).

25 Here we go. I'm going to show you how to



1 turn this into a business. (Inaudible) of course, you  
2 know, you have (inaudible) Canada, Mexico, all over  
3 the world (inaudible) shipping (inaudible) blocks your  
4 product, I'll get into all that. But look at this  
5 (inaudible) right here. Look at that right now. I  
6 remember one time that Walmart had a big part of that.  
7 I remember -- do you remember back in the day, Kenny,  
8 when Sears and -- Sears had a big piece of that? Look  
9 at Amazon now. (Inaudible) took another big chunk out  
10 of that pie. It keeps getting bigger and bigger.

11 Once again, the money is there. The money  
12 is there. I'm just going to show you how to receive  
13 the money. Is that cool? It doesn't get any harder  
14 than that. (Inaudible). As a matter of fact, a year  
15 from now, we'll have a big party down at that beach  
16 house. Fair enough? And I have some parties.

17 (Inaudible) I put up some parties, fun parties.

18 Boom. Here we go. How big is Amazon?  
19 Really there's constant growth. I can (inaudible).  
20 Okay, now, why -- and I asked this question. Since we  
21 know everything about Amazon, I try to go through it  
22 as fast as I can. Since you know the money's there,  
23 you know there are people making a lot of money, you  
24 know Amazon is opening up the doors (inaudible) you  
25 today, Amazon is opening up the doors because they're

1 preparing (inaudible). Your timing is going to be  
2 perfect. Then why aren't you doing this?

3 I -- my answer was, I didn't realize what  
4 this was all about until my own son, my 33 year old  
5 son said, Dad, you got to promise me you're going to  
6 look at this. I was stubborn. When I finally looked  
7 at it, I said to him, tell me more, tell me more.  
8 That was my (inaudible). But here's what I find out  
9 about people, people are (inaudible). Starting  
10 anything new, you have a fear factor. The fear. It's  
11 called the fear of the unknown. You, right now, could  
12 eliminate the fear factor my friends. Eliminate it.  
13 It's already happening.

14 Our education that we give you is 100  
15 percent guaranteed. If this is not more and better  
16 than what I tell you it is, anything you invested  
17 comes right back to you. (Inaudible). Okay? But I  
18 don't remember that ever being done, but I'm just  
19 saying it's (inaudible).

20 So all I'm saying is this: All we're asking  
21 you to do is follow the system and you can't help  
22 yourself. Just follow the system. So fear is nothing  
23 but an excuse. People have a fear to go out that door  
24 the same way they came in, and this goes back to this,  
25 too. If you can trust the person next to you -- this

1 is a test which you probably know the person next to  
2 you well enough so I'm not going to ask you to close  
3 your eyes -- but if you knew the people next to you,  
4 you can close your eyes. (Inaudible) get to know  
5 them. At this point, you can leave your eyes open or  
6 you can close them if you feel comfortable.

7 Think about this for a minute. Where are  
8 you going to be one year from now? Think about where  
9 you want to be in one year's time if you don't make a  
10 change. Where are you going to be five years from now  
11 if you don't make a change? This is a reality check.  
12 Reality check. Where are you going to be? And some  
13 of us older people in here (inaudible) I won't call  
14 any names out, Bryce. But anyways, if you close your  
15 eyes, where are you going to be 10 years from now?  
16 How fast did ten years go by?

17 UNIDENTIFIED MALE: Fast.

18 GREG NAGY: I'm over 60 years old. My God,  
19 when I went from 50 to 60, where did that time go?  
20 I'm telling you, my friends, the next year from now,  
21 you're going to see major changes in your life  
22 (inaudible) forget about it. It's incredible what's  
23 happening right now.

24 Okay. Time. Another one I can -- I have no  
25 basis for it. I'm going to warn you right now -- I'm

1 going to tell you right now, after this is over, don't  
2 come up to me, I don't have time. Don't come up --  
3 I'm going to tell you right now, do not tell me you  
4 don't have time. That's nothing but an excuse.

5           Some of you work 40 hours a week and my  
6 hat's off to you. Some of you work 80 hours a week  
7 and my hat's off to you. You're probably smarter than  
8 I am, you're probably a harder worker than I am, but  
9 I'm going to tell you something right now. I don't  
10 care if you work 80 hours a week, coach football,  
11 coach baseball, take your daughter to dance class,  
12 (inaudible) all the t-shirts and hats, I'm telling you  
13 to do this one night a week. Pay attention to me now.  
14 I'm telling you, one night starts you off.

15           How many of you in this room have cable  
16 television or satellite TV and are not yet where you  
17 want to be in life as far as financially, your home,  
18 your car, being able to take care of your family?  
19 Because if you're not at that point, what I'm going to  
20 tell you to do -- and you need to do this -- you need  
21 to cancel that cable TV or you need to cancel that  
22 satellite. You cannot afford it. It's not the 150 or  
23 125 a month. That's not what I'm talking about. You  
24 just can't afford to do this (inaudible) all night and  
25 then sit in front of that TV for two to three hours

1 every night making the people wealthy on TV but not  
2 yourself.

3 And here we go. King of Queens. I Love  
4 Raymond. Oooh, Jerry Springer. Simpsons.

5 (Inaudible). Does that make any sense to you? You  
6 need to watch something (inaudible). Shut the TV off  
7 a night a week for a couple hours. In that time,  
8 you'll have your business set up, you put a product on  
9 there, and you're going to start making money.  
10 Believe me, it's not going to be hard to shut that TV  
11 off a few more nights a week until you say, hey, see  
12 you later, J-O-B, I am now creating far more income  
13 than I could ever make with you. (Inaudible)  
14 following me (inaudible) are you following me?  
15 (Inaudible) no excuses for time.

16 Money, oh, boy, another one. (Inaudible)  
17 I've got to make money. Don't get me started there.  
18 It's not how much something costs; it's what it's  
19 going to make you. Now, people think that once you're  
20 educated, once on Monday when you start your business  
21 -- I've watched people do this; I've watched amateurs,  
22 rookies, uneducated in Amazon do this -- they'll go  
23 out and spend \$40,000 on some product. Why? Some of  
24 them send their money over to China, Japan, they're --  
25 there isn't -- there's not a lot of -- most of the

1 suppliers are legitimate, but there's a few companies  
2 out there you shouldn't trust. And we blackball them  
3 and we make sure you don't deal with them.

4 (Inaudible) 40 grand there (inaudible) month  
5 after month. That product is not showing up because  
6 that company doesn't exist any more. But we make sure  
7 that doesn't happen to you. Or they think they're  
8 going to buy a lot of product and get stuck with half  
9 of it. No, we tell you how to get in (inaudible) and  
10 you can start your business and don't put a dime out  
11 of your pocket, not another dime. It's called  
12 consigning. I'm going to explain that in a minute.

13 And then once you get -- I tell you, once  
14 you do this, once you put 50 or 100 grand or so in  
15 your pocket, then you can start buying things if you  
16 want. Does that make sense, JD? You know what  
17 consignment is. Consignment, guys, consignment. And  
18 I'm going to explain that. We're going to teach you  
19 how to get this started by utilizing fulfillment  
20 centers and utilizing suppliers. We've got suppliers  
21 that need you.

22 (Inaudible) going to keep going here.  
23 Knowledge, you've got to have the knowledge. There's  
24 a right way and a wrong way. Amazon does not take any  
25 (inaudible). We have people begging (inaudible).

1 They say, Greg, my products are (inaudible) my  
2 products are (inaudible), Amazon put me (inaudible).  
3 If you do something wrong on Amazon, if you're not  
4 doing it the right way, you're out and Amazon is not  
5 bringing you back. You make sure -- especially you  
6 guys out there right now, don't make a mistake. If  
7 you're on our site, Sellers Playbook, it's like  
8 (inaudible) philosophy here (inaudible). Make sure  
9 you do it right. Make sure Amazon loves you. If they  
10 love you, forget about it, man, they'll work with you.

11 Also, does anybody in here know what a buy  
12 box is? A couple of you do? Two, three, four, five.  
13 Still not much. Buy box. Do you know -- it was  
14 eight, they just changed the number this past week --  
15 nine out of ten items purchased on Amazon come out of  
16 the buy box? (Inaudible) what the buy box is. So all  
17 the rookies out there that watch those little Youtube  
18 things, they're thousands of pages deep and why are  
19 our students on the front page? (Inaudible) over a  
20 million (inaudible) why are they on the front page?  
21 Why do our students have buy boxes? Why are our  
22 students so successful? Because they did it right the  
23 first time. This stuff's good, man, I'm telling you.  
24 This is heavy duty stuff here.

25 Here we go. Keep on keeping on. All right,

1 now, there's just a few examples right here. I'm not  
2 going to go through a bunch of testimonials, but this  
3 touches everybody out here. (Inaudible) Hurricane  
4 Katrina wiped them out. They're working a system.  
5 They're -- when I say "large money," they're making  
6 large money.

7 The next company right here, Terrific Deals.  
8 Any of you ever heard of them? They started  
9 (inaudible) -- you have to be a rocket scientist to  
10 figure this out. Ready for this? They (inaudible)  
11 people drink coffee. Oh, my gosh. Huge (inaudible)  
12 people buying coffee (inaudible). You can do -- every  
13 one of you can do this and make the same money, that's  
14 how much business is out there for them.

15 Or this lady right here, Bling Jewelry, even  
16 a better one. This lady was about broke, large money.  
17 Let me tell you what her idea was. You need to pay  
18 attention. This is a real Rolex. This is not a fake.  
19 You cannot put fake Rolexes on Amazon and call it  
20 real. They're going to boot you out of there faster  
21 than you can get on. Believe me, they'll know. But  
22 there's a thing called cosmetic jewelry that you can  
23 put on there. It's not fake because it's called  
24 cosmetic jewelry. Does that make sense?

25 I had a lady (inaudible) one of our students



1 and she said, oh, I was at JCPenney and they wanted  
2 89.95 for this and I paid 59.95 on Amazon.  
3 (Inaudible) put stuff on there. I paid 59.95, good  
4 deal. She bought it for 79 cents. Of course, I  
5 didn't tell her that. Huge markups in cosmetic  
6 jewelry.

7 Now, I get this from some of you ladies, oh,  
8 I wish I would have thought of that. You're not  
9 listening to me. Ask (inaudible). If every one of  
10 you, once again, seven days a week (inaudible) 24  
11 hours a day, 500 years, if you all did cosmetic  
12 jewelry, you wouldn't even put a dent in that  
13 particular area. You can all make ridiculous money  
14 just from cosmetic jewelry because you can put  
15 (inaudible). (Inaudible) out there. (Inaudible) but  
16 it goes on, you know. I'm just giving you a couple of  
17 examples here.

18 These crazy guys right here, they work in a  
19 warehouse. They sell people those (inaudible) -- you  
20 ever been at a Dollar Tree? You ever go to the dollar  
21 store, with the little dollar items? (Inaudible) it  
22 takes forever. Long story short, they saw, you know  
23 what, instead of people doing (inaudible) we'll put  
24 all these crazy odds and ends in there, kids are going  
25 to take them camping, you can have them around your

1 house. When you've got guests, you got (inaudible) at  
2 any given time. Who would ever think that they're a  
3 \$70 million selling random things on Amazon. The  
4 stories go on. I just wanted to touch on a couple of  
5 them for you.

6 Boom. What do we do? We have an automated  
7 tracking system. We're going to talk about that.  
8 Research analytics, national and international  
9 relationships. We'll go (inaudible) step by step.  
10 Amazon (inaudible) product, inventory, come on, here  
11 we go. Move, move, move, move, move. (Inaudible) go  
12 here.

13 Here we go. Product. Let's talk about  
14 product. (Inaudible) product. What's the first thing  
15 you think of when I say "just do it?"

16 UNIDENTIFIED FEMALE: Nike.

17 GREG NAGY: Nike (inaudible). What's the  
18 first (inaudible) when I say "melts in your mouth, not  
19 in your hands?"

20 UNIDENTIFIED FEMALE: M&Ms.

21 GREG NAGY: Very good, M&Ms. Now, a friend  
22 of ours back here, he's got some brilliant ideas.  
23 Now, you know, Schwinn makes bikes (inaudible) just to  
24 give you an example. Do you know Schwinn has that  
25 little bike out now that (inaudible)? I'm going to

1 get it for my grandkids. No pedals or training wheels  
2 (inaudible). I think it's brilliant for learning how  
3 to balance. Well, so what he does, he gets the same  
4 bicycle that Schwinn is (inaudible). He (inaudible)  
5 his name (inaudible) at Schwinn is building that bike.  
6 He (inaudible). Schwinn is like four or five pages  
7 back. He's in the buy box and he's telling buy  
8 (inaudible). He's sold over 30,000 bikes this past  
9 month. He's doing five times more than Schwinn is  
10 doing. Because, see, they already know the bike from  
11 Schwinn, so you're comparing them.

12 Here's another example right here. Okay,  
13 this should get better. (Inaudible) t-shirt again.  
14 You see this car (inaudible). This makes it simple.  
15 When I hit that car dealership, I have limousines, new  
16 cars, old cars, used cars, finance, no finance, no  
17 credit, bad credit, good credit. (Inaudible)  
18 collector cars. You'll love this, I had a '67  
19 Corvette convertible (inaudible). Oh, what a nice  
20 car. When I had that (inaudible) I had a hard time  
21 getting customers to (inaudible) and there's a reason  
22 for that. It was called the motor mile. But I was  
23 the new guy on the block. Does that make sense?

24 I got really (inaudible) and I thought of  
25 something. I said, wait a minute, why am I not

1 selling the cars, we should be selling, we have all  
2 the nice stuff in there. Well, I sat down and we had  
3 a board meeting with all the salespeople and the  
4 general manager, everybody (inaudible). I'm going to  
5 call a Uhaul (inaudible) and we're going to use the  
6 back office we're not using and we're going to have a  
7 little Uhaul business. You can't bring trucks in  
8 here. Oh, yes, I am. I said, get me a half a dozen  
9 trucks, a couple trailers and a couple (inaudible). I  
10 didn't care about that. And I got the sign that says  
11 "Uhaul." Does that make sense?

12 I put the sign under my name. Instant  
13 credibility. (Inaudible) overnight went through the  
14 roof. So I'm trying to tell you the same thing. When  
15 you come up with a product, we're going to make sure  
16 you (inaudible). You understand? It's called instant  
17 credibility. You already have instant credibility  
18 with Amazon. People are already looking for what you  
19 have, all we need to do is put it (inaudible). It's  
20 not hard.

21 Here we go. (Inaudible) be profitable.  
22 You've got to make sure it's profitable. I've watched  
23 people buy here and they sell here when they should be  
24 buying here and they sell here. Does that make sense?  
25 We have a system, we have a software. We'll make sure

1 when you buy the product you're buying it right. If  
2 you're not buying it right, we'll know you're not  
3 buying it right. We make sure you are. We make sure  
4 of all the shifting, we make sure all the costs are in  
5 there. People don't expect the extra costs. We make  
6 sure everything is in that. (Inaudible) show yourself  
7 a 35 to 50 percent profit. That's what you should be  
8 showing yourself (inaudible) buy it right.

9 (Inaudible) product available. This is  
10 another big one. How do you pronounce your name?

11 MAYLEE: Maylee.

12 GREG NAGY: Maylee, okay, like it's spelled.  
13 It's almost too easy. That's why I asked. Maylee has  
14 beautiful handbags. She has handbag purses. Do you  
15 understand? She sells 40,000 the first month. She's  
16 making a \$3 profit. She made good money that first  
17 month. That's not unusual. So she's high (inaudible)  
18 of the money she makes. Well, the next month, the  
19 manufacturer is not producing that purse anymore.  
20 Does that make sense?

21 Now your reviews -- everything is going  
22 down. Now, you have other products, but we make sure  
23 that doesn't happen. We make sure she has that  
24 product and we make sure she's going to the  
25 manufacturer. We do the analytics to make sure that

1       there's going to be plenty there and (inaudible). If  
2       you did 30,000, you do 40-, 50-, 60- month after  
3       month, and then come the holidays and you're  
4       (inaudible) doing hundreds of thousands. Does that  
5       make sense? You need to know that. It's all part of  
6       this system. Credibility.

7               Sellable. We don't want red polka dot  
8       purses like she likes. We want brown and black.  
9       (Inaudible) red polka dot purses you want. Does that  
10      make sense?

11             You want to make sure you buy things that  
12      people are buying. We do what's called a ranking  
13      system. We'll show you that. (Inaudible) understand  
14      that.

15             Here we go. Turnover. Turn them over  
16      quick, quick, quick, next, next, next.

17             Best sale ranking (inaudible). Does anybody  
18      know what best sale ranking is? Does anybody know  
19      that? A couple of people. (Inaudible) best selling  
20      (inaudible). This is important. Go back to your  
21      handbag purses. It says estimated sales per day by  
22      their rank. Don't let (inaudible). It's not hard.  
23      Because when you go to the class, we'll break all of  
24      this down for you. Fair enough? Everything's right  
25      there and we're just a phone call away and we'll walk

1       you through it.

2               But the rank simply means (inaudible) it's  
3       got to be the top 100. If you go buying these things  
4       that are way down in rank, they're not going to make.  
5       You make sure (inaudible). You want to (inaudible).  
6       So make sure they're in the top 100. That's called  
7       (inaudible) calculate it. Because when you go to  
8       class, we're going to get (inaudible). That's  
9       (inaudible) imperative to making money. I'm talking  
10      real money.

11             Suppliers. There are over 2,500 good  
12      suppliers all over the world. Good suppliers. But  
13      there are several hundred that are not good suppliers.  
14      We want to make sure (inaudible) you don't go anywhere  
15      near them. Does that make sense? We want to make  
16      sure (inaudible) you decide who you want to deal with,  
17      but make sure you run it by (inaudible) to make sure  
18      it's the right supplier. Do you understand? You make  
19      sure it's the right supplier. I (inaudible). Make  
20      sure you keep it in the right direction.

21             Now, here's another example right here.  
22      This is that ASD I was telling you about. It's in Las  
23      Vegas. There's another one coming up in a few months.  
24      At this point in time, I want you guys to come to that  
25      with us. (Inaudible) very affordable for you to do,

1 but you can come with us and it's going to be a fun  
2 thing because it goes together with this. And you're  
3 going to meet over 2,500 suppliers there. And it's  
4 really cool to actually meet these people. They have  
5 translators. They're from all over the world. It's  
6 beautiful.

7 And you can actually go in and see all these  
8 big gigantic containers of stuff they have. It's just  
9 incredible. You actually get to meet these people  
10 just to talk to them. You can go into every classroom  
11 with them and they talk about how they -- it's just  
12 very it's very educational. You don't have to do  
13 this, but it's just fun to do this.

14 Now (inaudible). If you walk in there,  
15 you've got a Sellers Playbook ID and you've got the  
16 right format versus Danny, Danny walks in and he  
17 doesn't have anything (inaudible), just say Danny  
18 walks in. Danny will say, may I have your wholesale  
19 list? (Inaudible). There you go, Danny, here's your  
20 wholesale list right here. Now, we'll walk in right  
21 behind him, won't we? (Inaudible) we'll walk in there  
22 (inaudible). Sellers Playbook, pros, we (inaudible)  
23 may we have your wholesale list? This wholesale list  
24 (inaudible) yes, you can. (Inaudible) we've got all  
25 different wholesale lists. (Inaudible). They know



1     you're professional. They know you're (inaudible)  
2     product (inaudible).

3             Now, once again, would I have you do  
4     anything that I am not doing or have done? There's  
5     yours truly right there. There I am in the penthouse  
6     with the wholesalers.

7             When you get in our class, you'll have a  
8     username and a password. You'll get it within the  
9     first 24 to 48 hours. (Inaudible) 48 hours to get it.  
10    (Inaudible) specifically for you, username and  
11    password. Go into this right here, you'll pull up one  
12    of our sites. It's going to say the top 100 supplier  
13    and wholesale lists. It will take the top 100  
14    suppliers in this.

15            Say you're buying these purses for \$5 apiece  
16    and they're selling for \$95 apiece, which is not  
17    unusual. Now, you're paying \$5. They may say, hey,  
18    listen, we've got a whole bunch more coming,  
19    (inaudible) right now we're gearing up for the  
20    holidays, can you make some room. Come on, we'll give  
21    them to you for \$2.50 apiece. You see what I mean?  
22    So it constantly keeps you updated on your different  
23    products. That's imperative when you get to that.  
24    That is imperative. Because if you didn't have that,  
25    you wouldn't know that (inaudible) added another 15

1 percent on the cost right there.

2 Boom, here we go. Suppliers. Consignment.  
3 I'm going to take a minute on (inaudible). Pay close  
4 attention. Consignments, this means a lot to you  
5 beginners right now, a lot.

6 Let's go back to Maylee's handbags. Her  
7 handbags -- say she sells them for 90. These  
8 manufacturers of these bags overseas, their job is not  
9 to sell. All their job is is to manufacture it and  
10 put it out the door. They're not Amazon, people.  
11 Manufacture it and put it out the door. They want us.  
12 They love us because we're the ones -- the in-between  
13 person making them money. Does that make sense? All  
14 they want to do is manufacture it. You've got to  
15 understand the mentality here.

16 Now, they may say, listen, Maylee, she's  
17 just starting. What I would suggest (inaudible) their  
18 consignments are \$8. She's selling them for \$90.  
19 Consignment simply means every time somebody clicks  
20 and buys one, they get their \$8. The rest is yours.  
21 Now, by the time you do shipping and everything else,  
22 you might get 50, 60 bucks (inaudible) lowballing.  
23 Everything I say is lowball by the way. You'll find  
24 it's a lot better than what I'm actually explaining to  
25 you. The numbers are a lot larger. But just say you

1 make 50 bucks a purse. For what? You didn't put a  
2 dime out of your pocket.

3 Okay, one more way of explaining it. Some  
4 of you, you might not have got that. One more way.  
5 You car guys in here, I have a friend of mine who  
6 lives down along the ocean down here, his name is  
7 Chuck Sussman. Did you ever hear of Chuck Sussman?  
8 Most people don't. Here's the originator -- there's  
9 other people that copy him, but he's the originator of  
10 a thing called a mood ring. Do you remember the mood  
11 ring? Any of you remember the mood ring? Enough of  
12 you remember to hear a quick story.

13 (Inaudible). Listen to this real quick.  
14 The guy's got a ninth grade education. He's got over  
15 41 patents. He was just smart (inaudible). School  
16 held him back. Anyways, he said he went in one day --  
17 listen to this. He went in one day to a Walgreens --  
18 this is history, my friends -- he went into Walgreens  
19 (inaudible) and he saw (inaudible) just a piece of  
20 paper. He said, oh, this will fit nice, this will fit  
21 nice in our hallway, that's what we want, just  
22 something to put against the wall. Well, as he's  
23 holding it, it starts changing colors in his hand as  
24 your body temperature changes.

25 So he goes home -- this is long before

1 Amazon days -- he orders a bunch of plastic rings for  
2 a few pennies apiece. He starts cutting litmus paper  
3 and sticking it in the ring and there's the mood ring.  
4 Stick them on, it changes colors. He made millions  
5 and millions on that.

6 The reason I bring this up (inaudible) I  
7 just said that for your benefit, Bryce. Real quick,  
8 he says, Greg, I have my Rolls Royce Corniche -- it  
9 was a Corniche convertible, you know, the (inaudible)  
10 he says, I want to sell it for \$325,000. I said,  
11 Chuck, I am not buying a used Rolls Royce for  
12 \$325,000, but I will do this, I'll sell it for you.  
13 We get the Rolls Royce, we bring it up in the showroom  
14 you just saw there. The deal was 325, anything over  
15 that is mine. I sold it for 350. It wasn't even a  
16 week and I sold it for 350. What happened, 25K here  
17 and he got his 325.

18 Now do you understand what a consignment is?  
19 You understand that? That's (inaudible). There's  
20 nothing wrong with that. It's a beautiful thing.  
21 Take anything that's out there and we'll show you.

22 Boom. Other websites, trying to get on  
23 retail arbitrage. Has anybody heard of that? Retail  
24 arbitrage? You? A couple of you. I had never heard  
25 of that until I got into this class. Never heard of

1 it. It's brilliant. Retail arbitrage. These guys  
2 right here had a \$600 credit limit. That's all they  
3 had, \$600. (Inaudible) what are they, seven-figure  
4 (inaudible) you think?

5 UNIDENTIFIED MALE: Over.

6 GREG NAGY: All over. \$600 they started and  
7 they did this in a short period of time. Have you  
8 ever seen this when you went to a store? You ever  
9 seen that? Every store has that. They can only keep  
10 things on the shelf so long before they've got to take  
11 it off. Does that make sense?

12 Now, they'll mark things down, and I'll just  
13 give you an example. You can walk in any given store  
14 right here and there's water bottles. We have the app  
15 so you can go up to that and get that UPC (inaudible)  
16 get the UPC, if it's on the high end on Amazon, if  
17 it's on the low end, the selling rate, I got all the  
18 information right here in front of me. This  
19 particular label is selling for (inaudible).

20 What is the highest and best use of my time?  
21 Not walking through that store. But I made it useful.  
22 I spent about 20 minutes and made a lot of money  
23 (inaudible) and that's the reason I did. I said  
24 (inaudible) to the store manager, I said, how many of  
25 these do you have? He says, how many do you want?

1     How many of you (inaudible) my point? How many do you  
2     have? He says, I have 4,000 of these back there. I  
3     said, I'll take them all. (Inaudible) take them all.

4             Now, he comes over with the store manager  
5     and he starts writing out, you know, 4,000 times 5.  
6     Well, stop, you're wasting your ink. I'm not paying  
7     \$5 apiece for those (inaudible) buying them all. I'll  
8     give you a dollar apiece for them. Oh, man  
9     (inaudible) how about \$3 he said? I said, no, play  
10    the game. I'm being very generous. I will give you  
11    \$2 apiece, okay, only because I'm generous.

12    (Inaudible). Did I go after hours and get a Uhaul  
13    truck and load all 4,000 (inaudible) and then take  
14    them back to my house and then pack them and ship  
15    them? No. That is not the highest and best use of my  
16    time. Absolutely not. I took one. You can do the  
17    same thing.

18            (Inaudible) they fill their garage up with  
19    products and their car stays outside. No, they're  
20    doing it wrong. That's not the highest and best use  
21    of your time (inaudible) packing, labeling, shipping.  
22    That's not the highest and best use of your time.  
23    That's called MWA. That's minimum wage activity. You  
24    hire somebody to do that; you don't do that. That's  
25    not what you should be doing. Instead of that, you

1       could be out there (inaudible) five more products,  
2       making another \$5,000 instead of packing. So I'm  
3       telling you, that's not the right way. The right way  
4       is do like I do. I (inaudible) they'll pick them up,  
5       they'll pack them and (inaudible), they'll send them  
6       to the fulfillment center. The fulfillment center  
7       sends this stuff out every time somebody buys one.  
8       All they're going to do is (inaudible) 1,500. Do you  
9       understand what I'm saying?

10               And I'm still showing a 35 to 50 percent  
11       margin on (inaudible). You put that in your costs.  
12       That's why the actual fulfillment centers (inaudible).  
13       They (inaudible) 12 to 18 percent, so what. So you've  
14       got to start thinking in large volume. Does everybody  
15       understand? Does that make sense?

16               Boom, here we go. Now (inaudible) every one  
17       of you -- can every one of you in here do that same  
18       (inaudible)? Absolutely. If every one of you can  
19       pick four or five things (inaudible) there's enough to  
20       go around the whole room. So any one of you at any  
21       given time (inaudible) enough for everyone. That's  
22       just -- see, that's called multiple sources of income.  
23       You can't (inaudible) and live large with one source  
24       of income or two sources of income.

25               If you talk to my boys on Shark Tank, do you

1 realize how entrepreneur (inaudible) are constantly  
2 (inaudible). Do you understand that? That's the  
3 game. That's what I want you to do, have 50, 60, 100  
4 sources of income. You're living large. You see what  
5 I'm saying. That's just another way of making income.

6 Boom, here we go. Building listings, make  
7 sure you don't skimp, you don't lie and you don't put  
8 false information on your listing. You'll have no  
9 good reviews and Amazon is going to boot you. If  
10 you're selling a coffee table that has four legs,  
11 don't sell it with three legs. You understand what  
12 I'm saying? Don't sell a solid mahogany coffee table  
13 that's made out of balsam wood. Make sure (inaudible)  
14 because Amazon will boot you. We make sure you do  
15 things right. There's no in between.

16 Follow our system. If you want good  
17 reviews, good (inaudible) campaigns. We could put you  
18 on the front page and in the buyer's box. How? Well,  
19 great, how do you do that? It's very simple. Maylee  
20 has a plumbing company. I step in and my plumbing is  
21 called A1 Plumbing Company (inaudible). Does that  
22 make sense to you? (Inaudible).

23 Number two -- number two, make sure the  
24 pictures are right. (Inaudible). That first day,  
25 man, you're going to get a lot of information.



1 (Inaudible) be able to take everything home with you  
2 if you (inaudible) that information.

3 Niche market, do what you want, develop  
4 relationships. Math is money. Communication equals  
5 wealth. You'll learn how to properly communicate with  
6 suppliers. Okay? The store manager. There's  
7 verbiage. They know you're talking, they know you're  
8 educated (inaudible). You're talking about seller's  
9 rank and things like that (inaudible) they know you  
10 know (inaudible) have the right verbiage.

11 (Inaudible) labels. You've got to make sure  
12 the products are labeled. When you came in here, all  
13 your names are very well labeled. You didn't have  
14 (inaudible) scribbled your name down, did you? No.  
15 Label it properly. That's why we say go to the  
16 fulfillment centers.

17 Now, here's the way the fulfillment centers  
18 work. You can have your stuff from China go directly  
19 to a fulfillment center now and it's labeled for you  
20 at like a nickel an item. It's not much. (Inaudible)  
21 that's it.

22 Number two, what you want to do is make sure  
23 (inaudible) will get them ready for Amazon. But we  
24 have an (inaudible) calculator, so (inaudible)  
25 calculate on what the cost is (inaudible).

1 (Inaudible) make sure you get profits there. Bottom  
2 line (inaudible).

3 Extra (inaudible). This is called the ASIN  
4 numbers or Amazon (inaudible) identification number.  
5 That (inaudible) click, you're getting credit for it.  
6 You also make money in this business when you're  
7 sleeping. You know why? Because your (inaudible).  
8 Am I right or wrong? Guys with drones (inaudible).  
9 (Inaudible). It's not difficult. Ready, here we go.  
10 It's almost like follow the bouncing ball.

11 Boom, send your product to Amazon. Make  
12 sure (inaudible). But you'll learn this in class.  
13 It's not hard. Amazon stores your product. You want  
14 to make sure that you don't have too much product. We  
15 want to make sure you always have just enough and make  
16 sure you have (inaudible) coming in.

17 (Inaudible) customer purchases. They're  
18 coming here anyways. They're coming here anyways.  
19 300 a second are buying on this thing. They're here.  
20 Amazon (inaudible) a batch of products and Amazon  
21 ships your products (inaudible).

22 Boom, no compete with the buy box. We had a  
23 lady that had five different cutting boards. She was  
24 competing with herself. No, no, no. I said, listen,  
25 get all five, bundle them (inaudible) people buy stuff

1     like that. \$35 to \$50. They cost (inaudible). You  
2     can put those things on there and you can click all  
3     day long. (Inaudible) impulse buying.

4             Boom, your product, your brand. Let me show  
5     you real quick. Branding, branding, branding. That's  
6     another -- do you have any idea of (inaudible) Shark  
7     Tank (inaudible). Pure vida, is that what that says?  
8     Is that right? Okay. So you guys have (inaudible).  
9     We can find out the manufacturer where that hat comes  
10    from. She can have that hat (inaudible). She could  
11    be selling thousands of those things a day. What's  
12    happening is that could be her own brand. We're  
13    showing you how to brand products, put your own name.  
14    Like we could Monica or put whatever name you want on  
15    here, you understand? Susie's (inaudible). What you  
16    put, that's called a brand.

17            Now, once she sells X amount, X amount,  
18    let's say six months down the road, say she's sitting  
19    on a million dollars (inaudible) which is not unusual  
20    because that's a high volume item to have. Now,  
21    somebody will buy that brand for five times what  
22    she -- they'll take that million dollars and they'll  
23    buy that brand for five times more than that. That's  
24    (inaudible). You talk about instant overnight cash  
25    money, that's just another source and you can do that.

1           Our buddy, Raphael, what's he doing now, the  
2 bicycles? And he's doing that three-dimensional  
3 thing. He's got this three-dimensional thing  
4 (inaudible) that you can play games on. He's got his  
5 own brand. He just started this a couple months ago.  
6 (Inaudible). Anybody can do this. We show you.  
7 That's another name brand. It's just part of the  
8 class, another source of income. It's almost crazy  
9 just to let this go through your fingers. We're  
10 talking tons of money right here. Branding.

11           UPC for your product, that lets you know  
12 what your product is. (Inaudible). A neighbor that  
13 lives in my (inaudible) he's got a big sport fishing  
14 (inaudible). You know how they put names on the back  
15 of the big boats -- JD, you'll love this. You know  
16 how they put names on the back of big boats?  
17 (Inaudible). You know what he has (inaudible)? A big  
18 (inaudible) UPC, he's got a big giant UPC (inaudible)  
19 on the back of his boat.

20           It's ridiculous looking. (Inaudible) UPC is  
21 brilliant. I can pull up to the gate of my house now  
22 and I don't have to put the window down, I don't need  
23 a garage door opener. It reads my car. That's how  
24 good (inaudible). They've come a long way. So you  
25 have a product specifically for your brand.

1           Okay, here we go. (Inaudible) more profits,  
2   we talked about all that. It's got to have good  
3   reviews (inaudible) competitive pricing (inaudible).  
4   You need to (inaudible) on these things (inaudible).

5           Boom, you're also going to learn how to  
6   score credible suppliers. We will give you  
7   (inaudible) right now. We want to make sure if you  
8   choose one that's not on our list (inaudible)  
9   blackballed. It's good to have that (inaudible).  
10   That's like an insurance policy.

11           Fast-moving products, build your brand.  
12   (Inaudible) develop a wealthy mind set, winning the  
13   buy box. That's probably the most relevant thing  
14   you'll get out of this class. Winning the buy box is  
15   going to take you from \$1,000 a month to \$100,000.  
16   Winning the buy box is going to take you from here to  
17   here quickly. Buy box (inaudible).

18           Okay, here's an example right here. All  
19   right, here we go. This is a -- this is a good  
20   example right here. Okay. You see that -- that's a  
21   humidifier. You see right here it gives you  
22   everything on it, everything about it (inaudible) et  
23   cetera, et cetera. You get all that stuff (inaudible)  
24   click on the screen right there. Did you see right  
25   there it says 4.2 out of 5 stars? That's good.

1 That's good. You don't expect to have five out of  
2 five stars because you know why, you're always going  
3 to get the negative people. They have nothing to do  
4 in life but complain about something. (Inaudible)  
5 that's right. (Inaudible) I don't have patience with  
6 people like that. (Inaudible) I'm going to complain  
7 about this (inaudible).

8 So Amazon allows that (inaudible). So 4.2  
9 is good. That's actually good. We make sure you keep  
10 your rating up. You see this right here, that's  
11 important. Sixty-one (inaudible). If you can stay  
12 within 1 to 100 (inaudible). See, some people go with  
13 200 because they don't know any better. We'll put you  
14 in a product anywhere from 100 or under (inaudible).

15 You have to have a calculator when you go to  
16 class. You have it right here. Sales per day by the  
17 (inaudible), 61. This is very erratic. And it says  
18 current sales 74. So the current sales are actually  
19 more than they predicted. You follow me? The average  
20 sale is 97. Well, look how erratic that gets.  
21 Estimated amount of monthly sales, 9,241.

22 Do you know what that means? We're in June,  
23 July, August, you've got a couple months to really  
24 just start rocking and rolling. Come October, I want  
25 you to do this with your computers. You need to get a

1 small little fan from Amazon. Get it from wherever  
2 you want, but Amazon is the best place to get it. And  
3 then I want that fan cooling off your computer because  
4 you're going to need that fan to keep your computer  
5 cool. (Inaudible). I'm telling you, from October on,  
6 look out, look out. The conditions right now are  
7 through the roof.

8 Here we go. Okay, Sellers Playbook. Now,  
9 within -- within this 24 -- well, actually, 48-hour  
10 stretch even, you're going to have your username and  
11 your password. Hold these little things up right  
12 here. These are just quick things that Sellers  
13 Playbook put together because they're vital. Just  
14 review those before you go to class. It doesn't take  
15 long. Just review those before you go to class. You  
16 may have more questions the first day of class. You  
17 understand?

18 Now, that first one there, how to set up an  
19 Amazon seller account, those of you that already have  
20 an account set up (inaudible) take the class because  
21 you may be doing something seriously wrong.

22 (Inaudible) selling (inaudible) like quality, but you  
23 see where it says winning (inaudible) and tools, it is  
24 so important to have the proper tools to do this.  
25 Sellers Playbook, when you go to that class, you'll

1 have the proper tools (inaudible).

2 I have a 95 year old mother. Thank God I'm  
3 able to take care of her. You understand? And what  
4 happened was, quickly again, just to give you another  
5 example to make it simple, I was flying over for  
6 Mother's Day. I got in my little plane. My brother  
7 and I (inaudible) Cessna 310 and I picked up from Long  
8 Beach, I'm flying over to Fort Myers, a quick jot over  
9 the Everglades, and about 10 minutes out from Fort  
10 Myers Airport and my right engine oil pressure started  
11 doing this. That's not good. 5,000 feet, 300 miles  
12 an hour and I got oil pressure doing this in the right  
13 engine.

14 I call ahead to the tower, we're coming in.  
15 Clear the runway, I'm coming in, I'm hot. Coming in  
16 hot means you're coming in at a high rate of speed.  
17 The reason for that is when you lose an engine, you're  
18 only coming in on one engine. Fair enough? I don't  
19 practice that. I don't do that. I didn't care to do  
20 that.

21 Long story short, I (inaudible) for a  
22 landing. I have an (inaudible) come directly to the  
23 airplane, okay? Now, the guy came over (inaudible)  
24 wagon with a hammer and a screwdriver and he goes, am  
25 I going to (inaudible) on that plane. He pulls up in



1 a truck, all the Mac tools, all the gauges, they get  
2 (inaudible) ba-bing, ba-bang within an hour and they  
3 find out it's just an oil pressure (inaudible).

4 What I'm trying to say is the same thing  
5 here. Don't go out there trying to (inaudible) you're  
6 going to spend -- what's the highest and best use of  
7 your time? Don't spend three, four, five hours like  
8 people do researching a product when you can just  
9 simply use our system, point and click, and within  
10 probably three minutes, that product is up and  
11 running, ready to go. Does that make sense to you?  
12 What (inaudible). Highest and best use of your time.

13 Now, it talks about the selling rate. Pick  
14 anything. (Inaudible) baby products. My friend back  
15 there has a six month old and a year and a half old.  
16 You're doing baby products. That is a billion dollar  
17 industry. Every one of you could make tons of money  
18 just on baby products. (Inaudible). Everything is  
19 (inaudible).

20 That's what you'll look like in the morning  
21 when you look at your account.

22 (Laughter.)

23 GREG NAGY: I love that. You know why? I  
24 want you to give me your (inaudible) I'd like to just  
25 say this. When you start making money, do me a favor,

1 be generous. Please help people. Is that fair enough  
2 to say? Is that fair? I give a lot of money to the  
3 animal shelter. You understand me? (Inaudible).  
4 Does that make sense? (Inaudible) aside. That's that  
5 Oprah Winfrey (inaudible). But, anyway, we give a lot  
6 of money to stuff like that. Please help people.  
7 Please help family members. (Inaudible) enable  
8 somebody to do nothing but help (inaudible). Is that  
9 fair enough?

10 And here's an example. That right there, I  
11 have one -- I have a partner in (inaudible). His name  
12 is Art. I say, Art, they're having a big benefit  
13 coming up in Long Beach for the animal shelter. Well,  
14 we have a '57 Chevy restored (inaudible). I mean, I'm  
15 talking about nice. I said, you know what, I said,  
16 Art, I want to donate that to the animal shelter.  
17 This is the kind of friend I've got. Yeah, I'm in on  
18 that, just like that, not a question asked.

19 (Inaudible) I pull up in front of the animal  
20 shelter. They said, Mr. Nagy, you really -- you  
21 really can't park there, you know, being nice to me.  
22 You can park around the back. I said (inaudible) the  
23 keys (inaudible). He said, do you want me to park it  
24 for you? I said, no, keep it, I want you to auction  
25 that off and the money goes to the animal shelter and

1 walked away. You see it's nice to do that. Do you  
2 understand?

3 I'll go to a grocery store and I'll see a  
4 family in there and (inaudible). Listen, a family  
5 that's struggling, got a family struggling to pay the  
6 bills, they've got coupon after coupon after coupon.  
7 (Inaudible) got another coupon, I'm going to scream.  
8 I just got (inaudible) as soon as she put the last  
9 coupon up (inaudible) I slide my card. (Inaudible).  
10 Voila, I paid for her groceries, \$150 whatever it was,  
11 I don't (inaudible). All I'm saying is just help  
12 people. Just (inaudible). Just help people. That's  
13 all I'm saying.

14 Boom, here we go. (Inaudible) Amazon get  
15 this? Smiley face. And anything you can think of  
16 from A to Z. That's what you -- that's what people  
17 look like when they get Amazon boxes. Did you ever  
18 see that? (Inaudible) two of my houses, I can't see  
19 the neighbors. One house in Virginia, I can see  
20 neighbors. You want to hear something, when I hear  
21 the truck pull up, I'm almost like a peeping Tom, I  
22 look out the window. (Inaudible) watching the  
23 neighbors get their packages. They pick it up and  
24 they're like this. So they know what's in the box,  
25 it's just a box. It's just a (inaudible) box.

1           Now, we're going to do something different  
2 today. I'm going -- getting ready to finish this up.  
3 Everybody (inaudible) not doing -- I'm really doing  
4 something big-time today. I'm really doing something  
5 big-time. Class will fill up quick, so I'm really  
6 going to help everybody. Remember, it's not how much  
7 something costs; it's how much it's going to make you.  
8 The company is going to go ahead and discount  
9 (inaudible).

10           On day one, pay attention to what you're  
11 doing. On day one, you're going to create your own  
12 account. They're going to (inaudible) go into detail.  
13 This is (inaudible). When you go home, you're not on  
14 your own. They're a phone call away. They're working  
15 with you step by step. When you go to class, it's  
16 nothing like this. It's one on one. If you guys  
17 don't (inaudible) working with you. (Inaudible)  
18 working with you. Does that make sense? You're  
19 working one on one. They work with you step by step  
20 by step by step by step. It's nothing like this.  
21 You're (inaudible) building your business. That's  
22 their job, to work on building your business.

23           Sourcing information, brands, suppliers.  
24 Let me go over the dates. Let me go over the sourcing  
25 information. Branding is (inaudible). That's big-

1 time branding. Suppliers and marketing, that's  
2 branding, please pay attention to that. That's --  
3 there's large, large money in branding. It's really  
4 important.

5 July 6th through the 8th at the Embassy  
6 Suites in West Valley, Utah, 9:00 a.m. to 5:00 p.m.  
7 Now, July 6th through the 8th, I don't care what it  
8 takes to get in there, you get to that class. And if  
9 this isn't everything and more of what I'm telling you  
10 up here, at the first day of class, if you don't think  
11 it's everything and more that I'm telling you, just  
12 tell them, hey, it's not for me, I want my money back.  
13 I've never seen it happen, but they'll give you the  
14 money if you want (inaudible). (Inaudible). No risk.  
15 No risk.

16 If any of you have any plans of getting  
17 married that weekend, postpone your wedding. We get a  
18 lot of laughs out of that. If somebody has a wedding  
19 (inaudible).

20 A J-O-B -- do like my friend did like two  
21 months this, two months (inaudible) guy like me. All  
22 the cars I have. He went out and he bought some new  
23 Cadillac, that's what he wanted. Cool story, man. He  
24 tells me this (inaudible). He said, Greg, we have a  
25 boss, big shot, reserved parking, super boss. Anybody

1       that parks in that spot (inaudible) if you don't move,  
2       he'll have it towed (inaudible). He said, Greg, it's  
3       the first time ever I went to work early and I  
4       purposefully parked in his spot. He's in his brand  
5       new Cadillac, shiny and beautiful.

6               The guy comes -- pulls up and the boss says,  
7       hey (inaudible) respect a nice car. He said, whoever  
8       (inaudible) that black Caddy has got to move it. He  
9       comes over and he said (inaudible). He said, Chuck,  
10      are you detailing now for somebody? He said, I'm not  
11      detailing, I just bought it. He said, well, I'll tell  
12      you what, I'm going to move it, and when you see those  
13      taillights, that's the last you're going to see of me,  
14      those taillights and the exhaust pipe going down the  
15      road. He said he pulled off (making noise) and off he  
16      went.

17             All I'm saying is change your life, take  
18      action now, don't aggravate yourself, don't excuse  
19      make. You have nothing to lose to do this and  
20      everything to gain. And when I'm done here in a few  
21      minutes, any challenges, any questions, if you find  
22      something better, I want you to come to me. Any other  
23      questions (inaudible).

24             Now, don't put things off. I have a brother  
25      that lost his leg below the knee. He stepped on a

1 landmine protecting us. And by the way, Amazon goes  
2 out of their way to help veterans and service members.  
3 (Inaudible) so I respect that. My brother -- my own  
4 brother lost part of his leg stepping on a mine. Let  
5 me tell you what happened to him.

6 He was an (inaudible) he couldn't climb on  
7 planes anymore. Does that make sense? Very  
8 depressed. He's down in Key West. I'm always helping  
9 him, but he was the kind of guy that didn't want to  
10 take my help. (Inaudible) wouldn't let anybody help  
11 him. Sometimes he would send the checks back, I still  
12 send them, go down and visit him when I could.

13 One month before my son (inaudible) me,  
14 stubborn me, one month before I got involved in this,  
15 I finally said, David, I'll open my mind up and look  
16 at this, my brother was leaving his apartment,  
17 tripped, fell down the steps, broke his neck, killed  
18 him. Now (inaudible) because only one month prior to  
19 me getting involved in this, his life would have been  
20 different. He would have been (inaudible) because he  
21 could have worked this down in Key West.

22 You know you can take this anywhere you  
23 want. You might have family members you haven't seen  
24 for years or once a year. You can (inaudible) as long  
25 as you've got an internet connection. Does that make

1 sense?

2 I have two grandkids, one in Palm Beach, one  
3 in Fort Myers, I'm down there (inaudible) 95 year old  
4 mom. I'm down there constantly flying back and forth  
5 because I can take care of my business right there.  
6 So you can either have a lot of time and no money to  
7 enjoy it or if you've got a lot of money, you don't  
8 have (inaudible) the time. This is a happy medium  
9 right here. Does that make sense to everybody?

10 Now, normally this class is \$2,000 per  
11 person. It should be \$20,000 a person if I had  
12 anything to do with this. That's the norm. What  
13 we're doing because it is a class, we're reducing it.  
14 The company is going to go for \$997 today. If you do  
15 it any other time, you're going to pay the full  
16 \$2,000. Now, you need to pay attention to this. \$997  
17 for two of you. Not one, but two of you. Guaranteed,  
18 100 percent. So excuse makers, we're going to have to  
19 (inaudible) people taking action, 100 percent  
20 guaranteed, my friends. This is the best investment  
21 you could ever make. It's Friday, Saturday, Sunday.  
22 If you don't make that back within days, you're not  
23 listening, you're not paying attention.

24 Here we go. \$997. Here's what they're  
25 going to do. Guest attendee included. You can bring



1 one person (inaudible). So if you two want to go  
2 together, it's only \$997. If you're in here with  
3 somebody and they want to go with each other, it  
4 doesn't mean (inaudible) business, you split it, \$997.  
5 Two for \$997. It can't get any -- it doesn't get any  
6 better. This price is ridiculous.

7 I'm going to make it even better, though.  
8 Are you ready? This book -- hang in there, everybody  
9 -- this book -- we've got some people trying to get  
10 back (inaudible) already. This book, you also get  
11 this book. This is the bible of Amazon. You need  
12 this. There's hundreds of thousands (inaudible)  
13 software information. You don't get that today,  
14 though, because they constantly update everything.

15 Those of you selling on Amazon, you know  
16 they change their rules every six months. You know  
17 that, don't you? You need to know that. Because  
18 every day they update. So they (inaudible) once a  
19 week, they constantly feed you new information. You  
20 won't get lost; we'll walk you through this. Hey, I'm  
21 no computer expert (inaudible). You'll learn how to  
22 do it, though.

23 Boom, here we go. Step by step. It's like  
24 painting by numbers. That's one of the reasons I do  
25 it right there. That's my 95 year old mother. That's

1 my mother (inaudible). She does not live in a nursing  
2 home. She lives in a beautiful house on the water  
3 (inaudible). My brothers come in and out all the time  
4 to see her. Now, how many of you would like to do  
5 that for one of your relatives? (Inaudible). See, I  
6 want that for you. I want that for you. The reasons  
7 why we do this, I want that to be one of the reasons  
8 that we do this, to help your family, to help your  
9 churches. To help.

10 Right there, there's another reason. That's  
11 my year and a half old grandson right there. He loves  
12 boats. Whenever he sees me, he wants to go boating.  
13 That's my six month old grandson. I delivered a giant  
14 swing set to his house. Boom.

15 Now, I'm going to do something else here.  
16 (Inaudible) elderly couple. You know what I did for  
17 them and I'm going to do the same thing for you today.  
18 (Inaudible). I talked to the company. They have a  
19 computer -- remember those old laptops (inaudible).  
20 Remember they weighed like 50 pounds. They go back  
21 there and they open this thing up and I think there's  
22 moths coming out it. (Inaudible) smelled like  
23 mothballs. And they turned it on and here's that  
24 little wheel, I think it was spinning in reverse.

25 (Inaudible). So what I did, I said, listen,

1 I want to make sure you do this business right. I'm  
2 making you the exact same offer. Brand new computer  
3 right here. I want you to start off right. This is a  
4 brand new computer, all the -- all the bells and  
5 whistles, a charger, everything in the world you'll  
6 need. This is called your -- this is your business in  
7 a box basically. I want to make sure you get a  
8 computer so you'll be able to keep up with the  
9 business you're doing. So a gift to you. And I'm  
10 willing to (inaudible). It's not used. It's brand  
11 new in the box. Day one, day two, the third day of  
12 class, you're going to have access to your brand new  
13 computer.

14 Now, if you want to keep your stuff on your  
15 computer, you're welcome to. You can still have the  
16 computer. Fair enough? But a lot of you I think  
17 would probably want to use this brand new computer to  
18 just put your business -- because your business is  
19 going to need a lot of (inaudible). There's a lot  
20 involved. Not a lot of hard work (inaudible). So  
21 each and every one of you today that get enrolled  
22 (inaudible) on top of the contract, you'll get a  
23 computer, a brand new computer. Fair enough? Another  
24 gift from me to make sure that you -- that I have  
25 helped everybody I possibly can help. It will change

1 a lot of lives.

2 Here's what I'm going to do real quick.

3 We're almost done here, but I need to do this. Jared?

4 JARED: Yep.

5 GREG NAGY: I'm going to do something. I'm  
6 going to ask some questions. These three rows, please  
7 get up. These rows right here, get up, stand up,  
8 please. Go back there and (inaudible). Everybody  
9 that's in the computer and get those available dates  
10 (inaudible).

11 UNIDENTIFIED MALE: Come on back.

12 GREG NAGY: And any questions you have, feel  
13 free to ask. And then you other guys (inaudible).

14 (Several unintelligible conversations  
15 occurring simultaneously.)

16 GREG NAGY: (Inaudible) ask you some  
17 questions and let them make sure you're doing things  
18 right (inaudible). There's a right way and a wrong  
19 way. Does anybody have any questions (inaudible)? Do  
20 you guys have any questions?

21 (Several unintelligible conversations  
22 occurring simultaneously.)

23 GREG NAGY: Oh, my God, come on. Yes.

24 (Several unintelligible conversations  
25 occurring simultaneously.)

1 GREG NAGY: But the biggest thing is taking  
2 your information you have (inaudible).

3 (Several unintelligible conversations  
4 occurring simultaneously.)

5 GREG NAGY: At that point, just keep  
6 multiplying what you're doing because once you  
7 (inaudible) if you multiply that (inaudible). Does  
8 that make sense? (Inaudible).

9 (Several unintelligible conversations  
10 occurring simultaneously.)

11 GREG NAGY: Okay, that's me. (Inaudible).  
12 One of the coaches --

13 UNIDENTIFIED FEMALE: (Inaudible).

14 GREG NAGY: Yes, that's my own son. That's  
15 my own son. What we'll do is we'll (inaudible).

16 (Several unintelligible conversations  
17 occurring simultaneously.)

18 GREG NAGY: I'm old school.

19 UNIDENTIFIED FEMALE: (Inaudible)

20 GREG NAGY: No, but I'm just saying, it's  
21 not complex. That's why you do this, friends. Just  
22 follow. Just follow the (inaudible). These guys are  
23 the best of the best. They'll walk you through it.

24 UNIDENTIFIED FEMALE: (Inaudible).

25 GREG NAGY: The very first person

1 (inaudible).

2 (Several unintelligible conversations  
3 occurring simultaneously.)

4 UNIDENTIFIED MALE: Hey, I've got a question  
5 for you. So (inaudible) real estate seminars, right?

6 UNIDENTIFIED MALE: Sure.

7 UNIDENTIFIED MALE: (Inaudible).

8 UNIDENTIFIED MALE: Yes, yes, I've been to a  
9 number of them myself.

10 UNIDENTIFIED MALE: When I -- like after the  
11 first class, like the thing that bothered me about  
12 those was the (inaudible) you know, three-day course.  
13 But their stuff -- like all they were doing was like  
14 not giving me everything and just trying to sell me  
15 another one (inaudible).

16 UNIDENTIFIED MALE: Yeah, I've been  
17 (inaudible).

18 UNIDENTIFIED MALE: So is there another one  
19 (inaudible)?

20 UNIDENTIFIED MALE: So let me tell you how  
21 we work. First of all, we set it up so that at the  
22 end of the three days, everybody (inaudible) business.  
23 I mean, that's how it worked for me. Because the  
24 company is an educational company. So they will offer  
25 ongoing services like (inaudible) training.

1 UNIDENTIFIED MALE: Okay.

2 UNIDENTIFIED MALE: You can go as far as you

3 want. As a matter of fact, we take -- we just took a

4 bunch of students to China to build their own

5 branding. So --

6 UNIDENTIFIED MALE: Do you have any

7 information on that here or --

8 UNIDENTIFIED MALE: No, I don't.

9 UNIDENTIFIED MALE: Okay.

10 UNIDENTIFIED MALE: Unfortunately. So but

11 it's not like I'm going to say (inaudible).

12 (Inaudible) do it all on your own (inaudible).

13 UNIDENTIFIED MALE: Okay.

14 UNIDENTIFIED MALE: But if you want extra

15 hand holding, we do offer that at a price.

16 UNIDENTIFIED MALE: All right, cool. Thank

17 you.

18 UNIDENTIFIED MALE: Uh-huh.

19 (The recording was concluded.)

20

21

22

23

24

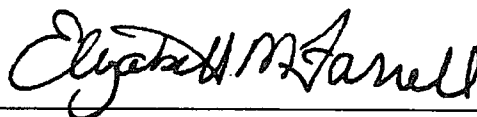
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# **PLAINTIFF'S EXHIBIT 40**

## Business Record Details »

Minnesota Business Name

**Exposure Marketing Company**

**PLAINTIFF'S  
EXHIBIT  
40**

**Business Type**

Business Corporation (Domestic)

**MN Statute**

302A

**File Number**

753472-2

**Home Jurisdiction**

Minnesota

**Filing Date**

01/13/2004

**Status**

Active / In Good Standing

**Renewal Due Date**

12/31/2019

**Registered Office Address**

9001 Science Center Drive  
New Hope, MN 55428  
USA

**Number of Shares**

1,000

**Registered Agent(s)**

Matthew R Tieva  
Jessie C Tieva

**Chief Executive Officer**

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9001 Science Center Drive  
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**Principal Executive Office Address**

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New Hope, MN 55428  
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<input type="checkbox"/>	01/08/2007	Administrative Dissolution - Business Corporation (Domestic)	
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